********** WISN-TV

(Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Cand	idate/Issue	A	MERICA	W C	ROSSROALS	
candi	t Dates (if one folder is used per date, a separate checklist must be leted for each flight)		10/30/12	- 11/	15/12	
						<u>Initials</u>
From 6	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	gra.	Date:	10/10/12	£
2.	Original contract showing requested time (when available)			Date:	10/10/12	D
3.	Updated contracts as order changes.			Date:	10/30/12	Ea
1. .	Invoice of schedule as actually broadcas including amount of rebates given (exac date, time, class of time and amount for each rebate), if any	₩,		Date:	1/9/13	& G
					7 7	
			Checkli	ist Com	oleted:	
		Ву:		2		
		Date:	-//	9/13		

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:		1 - VS.V. 111	D	ate:				
	WISN N. MILLINGTET 10/10/12								
I, Stephanie N	/laroney								
do hereby reque	est station time conc	erning the follo	owing issue:) become where					
American Cro 1401 New Yor Washington, I Treasurer: Ma	rk Avenue Suite 1 DC 20005	1200							
Time of Day, Broadcast Rotation or Days Class Times per Number Length Package Week of Weeks									
	Sa	- Sc	HODUCE						
		- Sc Asina	20						
Total Charg	ges: 498,	450 /	GROSS						
This broadcast t	ime will be used by	: Americar	n Crossroads						
Does the p	rogramming (elating to any	in whole o political n	r in part) on atter of n	ommunicat ational imp	e "a ortance?"				
	□ Yes			× No					

importance," list the name of	nunicates a message relating to any the legally qualified candidate(s) a date(s) of the election(s) (if appli	the programming refers to, the
For programming that "comm importance," attach Agreed U	unicates a message relating to any pon Schedule (Page 3)	political matter of national
I represent that the payment f	or the above described broadcast t	ime has been furnished by:
Treasurer Margee Clancy		
and you are authorized to anno furnishing the payment, if other	ounce the time as paid for by such or than an individual person, is:	person or entity. The entity
a corporation; a con	ımittee; 🗵 an association; 🔲	or other unincorporated group.
The names, offices, and address	sses of the chief executive officers below (may be attached separatel	, directors, and/or authorized
THIS STATION DOES NOT I OF RACE OR ETHNICITY IN	DISCRIMINATE OR PERMIT D THE PLACMENT OF ADVERT	ISCRIMINATION ON THE BASIS
I agree to indemnify and hold har reasonable attorney's fees, that m advertisement(s). For the above transcript, or tape, which will b before the time of the scheduled	-stated broadcast(s), I also agree e delivered to the station at leas	e above-requested e to prepare a script.
TO BE SI	GNED BY ISSUE ADV	ERTISER
6/11/12 Stu	Mymy	703-299-1760
Date	Signature	Contact Phone Number
TO BE SIG	NED BY STATION REI	PRESENTATIVE
☐ Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / Rev	vision		Alt Order #	
	962675	1		06368271	
Product					
AMERICAN CROSSROAD	S				
Contract Dates	Estimate #				
10/30/12 - 11/05/12	1142				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
American Crossroads			1	0/10/12	/ 10/10/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	ıt E	xecutive	Sales Office
	WISN	Will Hil	deb	orandt	HRP -Washingte
	Special Handl	ling			
	<u>Demographic</u>				<u></u>
	Adults 35+				
					Total Ratings
					307.40
	IDB#	Advert	ser	Code	Product Code
		11			27
	Agency Ref			Advertiser	Ref
	l			1	

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
N 1 WISN 10/30/12 11/04/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
N 2 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
N 3 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
N 4 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
N 5 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
N 6 WISN 10/30/12 11/04/12 ANDERSON COOPER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
N 7 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
N 8 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
N 9 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM. 1	\$1,250.00
N 10 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
N 11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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		Alt Order # 06368271
Contract Dates	Product	Estimate #
0/30/12 - 11/05/12	AMERICAN CROSSROA	1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

			Spots/			
*Line Ch Start Date End Date Description			Length Week	Rate Rtn TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$150.00	Rating 0.90				
N 12 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm		:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,800.00	Rating 6.00				
N 13 WISN 10/30/12 11/04/12 News M-F 5a	5-6A		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,000.00	Rating 2.80				
N 14 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm		:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$3,500.00	Rating 6.70				
N 15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH			:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> \$1,000.00	Rating 4.10				
N 16 WISN 11/05/12 11/05/12 DR. OZ ON	1a-2a		:30	NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$50.00	Rating 0.60				
N 17 WISN 11/05/12 11/05/12 Late News 10PM	10-1030p		:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$3,000.00	Rating 8.20				
N 18 WISN 11/05/12 11/05/12 Late News 1030PM	1030p-11p		:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,500.00	Rating 5.10				
N 19 WISN 11/05/12 11/05/12 Nightline	11p-1130p		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,000.00	Rating 3.20				
N 20 WISN 11/05/12 11/05/12 Jimmy Kimmel	1130-1230a		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$400.00	Rating 1.80				
N 21 WISN 11/05/12 11/05/12 ANDERSON COOPER	M-F 11A-12P		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$250.00	Rating 1.80				
N 22 WISN 11/05/12 11/05/12 ET M-F	1230a-1a	5	:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$100.00	Rating 1.00				
N 23 WISN 11/05/12 11/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P	D. I.	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$400.00	Rating 1.20				
N 24 WISN 11/05/12 11/05/12 3-4p	3-4p	Deller	:30	ММ	1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,250.00	Rating 2.80				
N 25 WISN 11/05/12 11/05/12 DR. OZ	4P-5P	Dalla	:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	\$750.00	Rating 2.90				
N 26 WISN 11/05/12 11/05/12 News M-F 430a	430-5a	D-1:	:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$150.00	Rating 0.90				
N 27 WISN 11/05/12 11/05/12 News M-F 5p	5-530pm	Delie	:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week	<u> Kate</u>	<u>Rating</u>		J		

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Advertiser Original Date / Revision
American Crossroads 10/10/12 / 10/10/12

*Line Ch Start Date End Date Description	Start/End Ti	ime Days	Spots/ Length Week	Rate Rtn TypeS	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,800.00	Rating 6.00				
N 28 WISN 11/05/12 11/05/12 News M-F 5a	5-6A		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,000.00	Rating 2.80				
N 29 WISN 11/05/12 11/05/12 News M-F 6p	6-630pm		:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$3,500.00	Rating 6.70				
N 30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH		D. //	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,000.00	Rating 4.10				
N 31 WISN 11/05/12 11/05/12 Castle	Mon 9-10p		:30	NM	1	\$7,500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$7,500.00	Rating 16.70				
N 32 WISN 10/30/12 11/04/12 Late News Sa 10pm	10-1035p		:30	NM	1	\$850.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> \$850.00	Rating 2.80				
N 33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE	INSIDE HUD	•	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> \$250.00	Rating 1.30				
N 34 WISN 10/30/12 11/04/12 Sa 458-6a	456-6AM		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> \$250.00	Rating 2.10				
N 35 WISN 10/30/12 11/04/12 News Sa 6p-630p	6-630pm	- ·	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> \$1,000.00	Rating 5.30				
N 36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDA			:30	NM	1	\$500.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> \$500.00	Rating 4.70				
N 37 WISN 10/30/12 11/04/12 News Sat 7-9a	7-9am	B 41	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> \$500.00	Rating 3.00				
N 38 WISN 10/30/12 11/04/12 Late News 10pm	10p-1030p		:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$3,000.00	Rating 6.80				
N 39 WISN 10/30/12 11/04/12 Chris Matthews	*1030a-11a	- ··	:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$150.00	Rating 0.50				
N 40 WISN 10/30/12 11/04/12 Upfront	11-1130p	- ·	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$200.00	Rating 2.20				
N 41 WISN 10/30/12 11/04/12 Su 458-6a	458-6AM		:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$200.00	Rating 1.40				
N 42 WISN 10/30/12 11/04/12 News Sun 530pm	530-6p	Datia	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	\$1,000.00	Rating 3.00				
N 43 WISN 10/30/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a	Dating	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate	Rating		Į.		

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		Alt Order #
	962675 /	06368271
Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	AMERICAN CROSSRO	1142

Advertiser Original Date / Revision American Crossroads 10/10/12 / 10/10/12

			Spots/			
*Line Ch Start Date End Date Description	Start/End T	ime Days	Length Week	Rate Rtn TypeSp	ots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 2.50				
N 44 WISN 10/30/12 11/04/12 News Sun 7-9a	7-9am		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 3.30				
N 45 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a		:30	NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$50.00	Rating 0.60				
N 46 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p		:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$3,000.00	Rating 8.20				
N 47 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p		:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,500.00	Rating 5.10				
N 48 WISN 10/30/12 11/04/12 Nightline	11p-1130p		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,000.00	Rating 3.20				
N 49 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 1.80				
N 50 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12F		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$250.00	Rating 1.80				
N 51 WISN 10/30/12 11/04/12 ET M-F	1230a-1a		:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$100.00	Rating 1.00				
N 52 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 1.20				
N 53 WISN 10/30/12 11/04/12 3-4p	3-4p		:30	NM	1	\$1,250.00
Week: 10/29/12 End Date Weekdays Spots/Week 11/04/121 1	<u>Rate</u> \$1,250.00	Rating 2.80				
N 54 WISN 10/30/12 11/04/12 DR. OZ	4P-5P		:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$750.00	Rating 2.90				
N 55 WISN 10/30/12 11/04/12 News M-F 430a	430-5a		:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$150.00	Rating 0.90				
N 56 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm		:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,800.00	Rating 6.00				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
N 57 WISN 10/30/12 11/04/12 News M-F 5a	5-6A		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,000.00	Rating 2.80				·
N 58 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm		:30	NM	1	\$3,500.00
Week: 10/29/12 End Date Weekdays Spots/Week 11/04/121 1	<u>Rate</u> \$3,500.00	Rating 6.70				
N 59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH/			:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	Rating				

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 Contract Dates
 Product
 Estimate #

 10/30/12 - 11/05/12
 AMERICAN CROSSRO/1142

Advertiser Original Date / Revision
American Crossroads 10/10/12 / 10/10/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1		ating 4.10		
N 60 WISN 10/30/12 11/04/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1		:30 ating 0.60	NM 1	\$50.00
N 61 WISN 10/30/12 11/04/12 Late News 10PM Start Date	10-1030p <u>Rate</u> Ra \$3,000.00	:30 ating 8.20	NM 1	\$3,000.00
N 62 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1		:30 <u>ating</u> 5.10	NM 1	\$1,500.00
N 63 WISN 10/30/12 11/04/12 Nightline Start Date	11p-1130p <u>Rate</u> <u>Ra</u> \$1,000.00	:30 ating 3.20	NM 1	\$1,000.00
N 64 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1		:30 ating 1.80	NM 1	\$400.00
N 65 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date		:30 ating 1.80	NM 1	\$250.00
N 66 WISN 10/30/12 11/04/12 ET M-F Start Date		:30 ating 1.00	NM 1	\$100.00
N 67 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1		:30 ating 1.20	NM 1	\$400.00
N 68 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	3-4p <u>Rate</u> Ra \$1,250.00	:30 ating 2.80	NM 1	\$1,250.00
N 69 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1		:30 ating 2.90	NM 1	\$750.00
N 70 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	430-5a <u>Rate</u> <u>Ra</u> \$150.00 (:30 <u>ating</u> 0.90	NM 1	\$150.00
N 71 WISN 10/30/12 11/04/12 News M-F 5p Start Date	5-530pm <u>Rate</u> <u>Ra</u> \$1,800.00	:30 ating 6.00	NM 1	\$1,800.00
N 72 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1		:30 ating 2.80	NM 1	\$1,000.00
N 73 WISN 10/30/12 11/04/12 News M-F 6p Start Date	6-630pm <u>Rate</u> Ra \$3,500.00	:30 ating 6.70	NM 1	\$3,500.00
N 74 WISN 10/30/12 11/04/12 *UpFront PrimeTime Start Date		:30 ating 6.30	NM 1	\$1,500.00
N 75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week		:30 ating	NM 1	\$1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



 Contract Dates
 Product
 Estimate #

 10/30/12 - 11/05/12
 AMERICAN CROSSRO/1142

Advertiser Original Date / Revision

American Crossroads 10/10/12 / 10/10/12

Spots/

*Line Ch Start Date End Date Description	Start/End Time Day	Spots/ s Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,000.00 4.10			
N 76 WISN 10/30/12 11/04/12 DR. OZ ON Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
N 77 WISN 10/30/12 11/04/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
N 78 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
N 79 WISN 10/30/12 11/04/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
N 80 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
N 81 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
N 82 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
N 83 WISN 10/30/12 11/04/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
N 84 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM 1	\$1,250.00
N 85 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
N 86 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM 1	\$150.00
N 87 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM 1	\$1,800.00
N 88 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
N 89 WISN 10/30/12 11/04/12 News M-F 6p Start Date	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM 1	\$3,500.00
N 90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
		Totals	307.40 90	\$98,450.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 962675 /	-	Alt Order # 06368271
Contract Dates			
Contract Dates 10/30/12 - 11/05/12	Product AMERICAN CROS		Estimate # 1142
<u>Advertiser</u>		Origi	nal Date / Revision
American Crossroads		10.	/10/12 / 10/10/12

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	90	\$98,450.00	\$83,682.50
Totals	90	\$98,450.00	\$83,682.50

Signature:	Date:	
_		

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

TERMINATION

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast in reunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

PREEMPTIONS 4.

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

GENERAL 9.

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

- (b) The Station shall exercise normal precautions in handling of property and mall, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / Rev	vision	<u>A</u>	Alt Order #		
	962675	1	0	6368271		
Product						
AMERICAN CROSSROAD	s					
Contract Dates	Estimate #					
10/30/12 - 11/05/12	1142					
<u>Advertiser</u>			Orig	inal Date	/ Revision	
American Crossroads			10	/29/12	/ 10/29/12	
-	Billing Cycle	Billing	Billing Calendar		Cash/Trade	
	FOMEOC	Broado	tact		Cach	

Account Executive Station Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ Total Ratings 307.40 IDB# Product Code Advertiser Code 11 27 Agency Ref Advertiser Ref

Spots/

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
1 WISN 10/30/12 11/04/12 DR. OZ ON <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
2 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
3 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
4 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
5 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
6 WISN 10/30/12 11/04/12 ANDERSON COOPER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
7 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
8 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
9 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM 1	\$1,250.00
10 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and servicely, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



 Contract / Revision
 Alt Order #

 962675 /
 06368271

 Contract Dates
 Product
 Estimate #

10/30/12 - 11/05/12 | Product | Estimate # |
AMERICAN CROSSRO | 1142

Advertiser Original Date / Revision
American Crossroads 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week Ra	ate Rtn TypeSpots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$150.00 0.90			
12 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM 1	\$1,800.00
13 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
14 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	6-630pm Rate Rating \$3,500.00 6.70	:30	NM 1	\$3,500.00
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	·	:30	NM 1	\$1,000.00
16 WISN 11/05/12 11/05/12 DR. OZ ON Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
17 WISN 11/05/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM Start Date	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
19 WISN 11/05/12 11/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
22 WISN 11/05/12 11/05/12 ET M-F Start Date	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
23 WISN 11/05/12 11/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	3-4p Rate Rating \$1,250.00 2.80	:30	NM 1	\$1,250.00
25 WISN 11/05/12 11/05/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
26 WISN 11/05/12 11/05/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM 1	\$150.00
27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm Rate Rating	:30	NM 1	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 962675 06368271 Product

Contract Dates Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	Rate Rating \$1,800.00 6.00		1	, arroant
28 WISN 11/05/12 11/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
29 WISN 11/05/12 11/05/12 News M-F 6p Start Date	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM 1	\$3,500.00
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
31 WISN 11/05/12 11/05/12 Castle <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	Mon 9-10p <u>Rate</u> <u>Rating</u> \$7,500.00 16.70	:30	NM 1	\$7,500.00
32 WISN 10/30/12 11/04/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	10-1035p <u>Rate</u> <u>Rating</u> \$850.00 2.80	:30	NM 1	\$850.00
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 _l <u>Rate</u> <u>Rating</u> \$250.00 1.30	:30	NM 1	\$250.00
34 WISN 10/30/12 11/04/12 Sa 458-6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	456-6AM <u>Rate</u> <u>Rating</u> \$250.00 2.10	:30	NM 1	\$250.00
35 WISN 10/30/12 11/04/12 News Sa 6p-630p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	6-630pm <u>Rate</u> <u>Rating</u> \$1,000.00 5.30	:30	NM 1	\$1,000.00
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURD/ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	A\630-7p, 6-630p <u>Rate</u> <u>Rating</u> \$500.00 4.70	:30	NM 1	\$500.00
37 WISN 10/30/12 11/04/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	7-9am <u>Rate</u> <u>Rating</u> \$500.00 3.00	:30	NM 1	\$500.00
38 WISN 10/30/12 11/04/12 Late News 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10p-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 6.80	:30	NM 1	\$3,000.00
39 WISN 10/30/12 11/04/12 Chris Matthews <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	*1030a-11a <u>Rate</u> <u>Rating</u> \$150.00 0.50	:30	NM 1	\$150.00
40 WISN 10/30/12 11/04/12 Upfront Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	11-1130p <u>Rate</u> <u>Rating</u> \$200.00 2.20	:30	NM 1	\$200.00
41 WISN 10/30/12 11/04/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	458-6AM <u>Rate</u> <u>Rating</u> \$200.00 1.40	:30	NM 1	\$200.00
42 WISN 10/30/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	530-6p <u>Rate</u> <u>Rating</u> \$1,000.00 3.00	:30	NM 1	\$1,000.00
43 WISN 10/30/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u> <u>Rating</u>	:30	NM 1	\$400.00

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Advertiser Original Date / Revision
American Crossroads 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time Da	Spots/ ays Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$400.00 2.50			
44 WISN 10/30/12 11/04/12 News Sun 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	7-9am <u>Rate</u> <u>Rating</u> \$400.00 3.30	:30	NM	\$400.00
45 WISN 10/30/12 11/04/12 DR. OZ ON Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM	\$50.00
46 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
47 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
48 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM	\$1,000.00
49 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1,80	:30	NM	\$400.00
50 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM	\$250.00
51 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM	\$100.00
52 WISN 10/30/12 11/04/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM	\$400.00
53 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p Rate Rating \$1,250.00 2.80	:30	NM	\$1,250.00
54 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM	\$750.00
55 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM ·	\$150.00
56 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM ·	\$1,800.00
57 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM	\$1,000.00
58 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM	\$3,500.00
59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH. Start Date End Date Weekdays Spots/Week		:30	NM	\$1,000.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #	
	962675 /	06368271	
Contract Dates	Product	Estimate #	
10/30/12 - 11/05/12	AMERICAN CROSSE	O41142	

Advertiser Original Date / Revision 10/29/12 American Crossroads / 10/29/12

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*Line Ch Start Data End Data December	01-4/5-4	ina B	Spots/	D-1. D: T		
*Line Ch Start Date End Date Description			Length Week	Rate Rtn TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$1,000.00	Rating 4.10				
60 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a		:30	МИ	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$50.00	Rating 0.60				
61 WISN 10/30/12 11/04/12 Late News 10PM			:30	MM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate \$3,000.00	Rating 8.20				
62 WISN 10/30/12 11/04/12 Late News 1030PM			:30	MM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$1,500.00	Rating 5.10				
63 WISN 10/30/12 11/04/12 Nightline	11p-1130p		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$1,000.00	Rating 3.20				
64 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$400.00	Rating 1.80				
65 WISN 10/30/12 11/04/12 ANDERSON COOPER			:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$250.00	Rating 1.80				
66 WISN 10/30/12 11/04/12 ET M-F	1230a-1a		:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$100.00	Rating 1.00				
67 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$400.00	Rating 1.20				
68 WISN 10/30/12 11/04/12 3-4p	3-4p		:30	ММ	1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$1,250.00	Rating 2.80				
69 WISN 10/30/12 11/04/12 DR. OZ	4P-5P		:30	NM	1	\$750.00
Week: 10/29/12 End Date Weekdays Spots/Week 11/04/12 -1 1	<u>Rate</u> \$750.00	Rating 2.90				
70 WISN 10/30/12 11/04/12 News M-F 430a	430-5a		:30	NM	1	\$150.00
Week: 10/29/12 End Date Weekdays Spots/Week	<u>Rate</u> \$150.00	Rating 0.90				
71 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm		:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1		Rating 6.00				
72 WISN 10/30/12 11/04/12 News M-F 5a	5-6A		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$1,000.00	Rating 2.80				
73 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm		:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$3,500.00	Rating 6.70				
74 WISN 10/30/12 11/04/12 *UpFront PrimeTime	*6-7P		:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$1,500.00	Rating 6.30				
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH		Pating	:30	NM	1	\$1,000.00

Rate Rating

Spots/Week

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSROA1142

Advertiser Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time Da	ys Length Week	Rate Rtn TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,000.00 4.10				
76 WISN 10/30/12 11/04/12 DR. OZ ON Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	МИ	1	\$50.00
77 WISN 10/30/12 11/04/12 Late News 10PM Start Date	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	ММ	1	\$3,000.00
78 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	ММ	1	\$1,500.00
79 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	MM	1	\$1,000.00
80 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	ММ	1	\$400.00
81 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate Rating</u> \$250.00 1.80	:30	NM	1	\$250.00
82 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	ММ	1	\$100.00
83 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM	1	\$400.00
84 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM	1	\$1,250.00
85 WISN 10/30/12 11/04/12 DR. OZ Start Date	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM	1	\$750.00
86 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM	1	\$150.00
87 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM	1	\$1,800.00
88 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM	1	\$1,000.00
89 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM	1	\$3,500.00
90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM	1	\$1,000.00
N 91 WISN 10/30/12 11/02/12 News M-F 430a Start Date End Date Weekdays Spots/Week	430-5a <u>Rate</u> <u>Rating</u>	:30	NM	4	\$1,000.00

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	Contract / Revision 962675 /	Alt Order # 06368271	
Contract Dates	Product	Estimate #	司
10/30/12 - 11/05/12	AMERICAN CROSSF	ROA1142	
Advertiser	<u>O</u> 1	iginal Date / Revision	ī
American Crossroads		10/29/12 / 10/29/12	

						Ame	rican Cro	ssroads			1	0/29/1	2 / 1	0/29/12
*Line Ch	Start D	ate End Da	ate Desc	cription	Start/End T	ime	Days	S _l Length W	oots/ /eek	Rate	Rtn	Туре	Spots	Amount
Sta Week: 10		End Date 11/04/12	Weekda WTF-		<u>Rate</u> \$250.00	Ratii 0.0								
									Totals	30	07.40		94	\$99,450.00
Time Perio	d	# of S	pots	Gross Amount	Net Amount									
10/29/12	-11/05/12	2	94	\$99,450.00	\$84,532.50	•								
Totals			94	\$99,450.00	\$84,532.50	ı								
Signature	e:			1.4.		Date	:							

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station falls to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial
materials and other properly furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.
(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment
on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof
unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station
hereunder (excluding advertising agency commissions), but only to the extent that Advertisor has not therefore made payment to the Agency thereon, and to the extent that

on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereounless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / Rev	vision	Alt Order	#
	962675	/ 1	06368271	
<u>Product</u>				
AMERICAN CROSSROAD	S			
Contract Dates	Estimate #			
10/30/12 - 11/05/12	1142			
Advertiser			Original Date	/ Revision
American Crossroads			10/30/12	/ 10/30/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	ast	Cash
	<u>Station</u>	Accour	nt Executive	Sales Office
	WISN	Will Hi	ldebrandt	HRP -Washingto
	Special Hand	ling		
	Demographic			
	Adults 35+			
				Total Ratings
				307.40
	IDB#	Advert	ser Code	Product Code
		11		27
	Agency Ref		Advertise	r Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Rtn Type Spots Amount WISN 10/30/12 11/04/12 DR. OZ ON 1a-2a :30 NM \$50.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 10/29/12 11/04/12 --1--\$50.00 0.60 10-1030p WISN 10/30/12 11/04/12 Late News 10PM :30 NM 1 \$3,000,00 Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ---1--1 \$3,000.00 WISN 10/30/12 11/04/12 Late News 1030PM 1030p-11p :30 NM 1 \$1,500.00 Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----1--1 \$1,500.00 5.10 WISN 10/30/12 11/04/12 Nightline 11p-1130p :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 \$1,000,00 1 3.20 WISN 10/30/12 11/04/12 Jimmy Kimmel 1130-1230a :30 NM \$400.00 Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 ----1--1 \$400.00 1.80 WISN 10/30/12 11/04/12 ANDERSON COOPER M-F 11A-12P :30 NM 1 \$250.00 <u>Weekdays</u> Start Date End Date Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----1--\$250.00 1.80 1 WISN 10/30/12 11/04/12 ET M-F 1230a-1a :30 NM 1 \$100.00 Start Date End Date Spots/Week <u>Weekdays</u> Rating Week: 10/29/12 11/04/12 ----1--1 \$100.00 1.00 WISN 10/30/12 11/04/12 KATIE COURIC M-F 2-3P :30 NM 1 \$400.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rating Rate Week: 10/29/12 11/04/12 \$400.00 1.20 WISN 10/30/12 11/04/12 3-4p 3-4p :30 NM \$1,250.00 Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/29/12 11/04/12 \$1,250.00 ----1--1 2.80 10 WISN 10/30/12 DR. OZ 11/04/12 4P-5P :30 NM 1 \$750.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----1--\$750.00 2.90 11 WISN 10/30/12 11/04/12 News M-F 430a 430-5a :30 NM 1 \$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Start Date End Date

Start Date End Date

11/11/12

End Date

11/11/12

11/05/12

11/05/12

Week: 11/05/12

Week: 11/05/12

26 WISN 11/05/12

27 WISN 11/05/12

Start Date

<u>Weekdays</u>

Weekdays

<u>Weekdays</u>

News M-F 430a

News M-F 5p

1----

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 962675 06368271 7 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO∤1142

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

Spots/

*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$150.00 0.90			
12 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM 1	\$1,800.00
13 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
14 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm	:30	NM 1	\$3,500.00
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
16 WISN 11/05/12 11/05/12 DR. OZ ON Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
17 WISN 11/05/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1		:30	NM 1	\$3,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
19 WISN 11/05/12 11/05/12 Nightline Start Date	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
22 WISN 11/05/12 11/05/12 ET M-F Start Date	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
23 WISN 11/05/12 11/05/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	3-4p Rate Rating \$1,250.00 2.80	:30	NM 1	\$1,250.00
25 WISN 11/05/12 11/05/12 DR. OZ	4P-5P	:30	NM 1	\$750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate Rating

:30

:30

NM

NM

\$150.00

\$1,800.00

430-5a

5-530pm

<u>Rate</u>

Rate

\$750.00

\$150.00

Rating

Rating

0.90

Spots/Week

Spots/Week

Spots/Week

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Contract / Revision Alt Order# 962675 / 1 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

*Line Ch Start Data End Data Departation	Ctort/Ford Time	Spor			
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week		e Days Length Wee ating	ek Rate Rtn Type	Spots	Amount
Week: 11/05/12 11/11/12 1 1		6.00			
28 WISN 11/05/12 11/05/12 News M-F 5a	5-6A	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	Rate Ra \$1,000.00	ating 2.80			
29 WISN 11/05/12 11/05/12 News M-F 6p	6-630pm	:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> <u>Ra</u> \$3,500.00	ating 6.70			·
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1		ating 4.10		·	41,000.00
31 WISN 11/05/12 11/05/12 Castle	Mon 9-10p	:30	NM	1	\$7,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> Ra	ating	1111	•	Ψ1,500.00
Week: 11/05/12 11/11/12 1 1 32 WISN 10/30/12 11/04/12 Late News Sa 10pm	\$7,500.00 10 10-1035p	6.70	- NISA		2072.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> Ra	ating	NM	1	\$850.00
Week: 10/29/12 11/04/121- 1		2.80			
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week	INSIDE HUD 103 Rate Ra	35 :30 ating	NM	1	\$250.00
Week: 10/29/12 11/04/121- 1		1.30			
34 WISN 10/30/12 11/04/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM Rate Ra	:30	NM	1	\$250.00
Week: 10/29/12 11/04/121 1		2.10			
35 WISN 10/30/12 11/04/12 News Sa 6p-630p	6-630pm	.: :30	MM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> <u>Ra</u>	ating 5.30			
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDA		:30	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	<u>Rate</u> <u>Ra</u>	ating 4.70			
37 WISN 10/30/12 11/04/12 News Sat 7-9a	7-9am	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1		ating	,	,	Ψ000.00
38 WISN 10/30/12 11/04/12 Late News 10pm	10p-1030p	3.00	NM	1	#2 000 cc
Start Date End Date Weekdays Spots/Week	<u>Rate</u> <u>Ra</u>	ating	INIVI	'	\$3,000.00
Week: 10/29/12 11/04/121 1 39 WISN 10/30/12 11/04/12 Chris Matthews	***	6.80			
Start Date	*1030a-11a Rate Ra	:30 eting	NM	1	\$150.00
Week: 10/29/12 11/04/121 1		0.50			
40 WISN 10/30/12 11/04/12 Upfront Start Date End Date Weekdays Spots/Week	11-1130p <u>Rate</u> Ra	:30	NM	1	\$200.00
Week: 10/29/12 11/04/121 1		2.20			
41 WISN 10/30/12 11/04/12 Su 458-6a Start Date End Date Weekdays Spots/Week	458-6AM	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Ra</u> \$200.00	ating 1.40			
42 WISN 10/30/12 11/04/12 News Sun 530pm	530-6p	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1		ating 3.00			
43 WISN 10/30/12 11/04/12 Sun GMA	6-7a	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> Ra			•	¥ 100.00

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Original Date / Revision



Contract / Revision Alt Order# 962675 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

www.wisn.com	American Crossroads	10/30/12 / 10/30/12
	Spots/ Fime Days Length Week Rate	Rtn TypeSpots Amour
Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$400.00	Rating 2.50	
44 WISN 10/30/12 11/04/12 News Sun 7-9a 7-9am Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$400.00	:30 Rating 3.30	NM 1 \$400.0
45 WISN 10/30/12 11/04/12 DR. OZ ON 1a-2a Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$50.00	:30 Rating 0.60	NM 1 \$50.0
46 WISN 10/30/12 11/04/12 Late News 10PM 10-1030p Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$3,000.00	:30 Rating 8.20	NM 1 \$3,000.0
Week: 10/29/12 11/04/121 1 \$1,500.00	:30 <u>Rating</u> 5.10	NM 1 \$1,500.0
48 WISN 10/30/12 11/04/12 Nightline 11p-1130p Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$1,000.00	:30 <u>Rating</u> 3.20	NM 1 \$1,000.0
49 WISN 10/30/12 11/04/12 Jimmy Kimmel 1130-1230a Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$400.00	:30 <u>Rating</u> 1.80	NM 1 \$400.0
50 WISN 10/30/12 11/04/12 ANDERSON COOPER M-F 11A-12F Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$250.00	:30 <u>Rating</u> 1.80	NM 1 \$250.0
51 WISN 10/30/12 11/04/12 ET M-F 1230a-1a Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$100.00	:30 <u>Rating</u> 1.00	NM 1 \$100.0
52 WISN 10/30/12 11/04/12 KATIE COURIC M-F 2-3P Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$400.00	:30 <u>Rating</u> 1.20	NM 1 \$400.0
53 WISN 10/30/12 11/04/12 3-4p 3-4p Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$1,250.00	:30 <u>Rating</u> 2.80	NM 1 \$1,250.0
54 WISN 10/30/12 11/04/12 DR. OZ 4P-5P Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$750.00	:30 <u>Rating</u> 2.90	NM 1 \$750.0
55 WISN 10/30/12 11/04/12 News M-F 430a 430-5a Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$150.00	:30 Rating 0.90	NM 1 \$150.0
56 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm Start Date Week: 10/29/12 End Date 11/04/12 Weekdays Spots/Week Pate 11/04/12 Rate \$1,800.00	:30 Rating 6.00	NM 1 \$1,800.0
57 WISN 10/30/12 11/04/12 News M-F 5a 5-6A Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$1,000.00	:30 <u>Rating</u> 2.80	NM 1 \$1,000.0
58 WISN 10/30/12 11/04/12 News M-F 6p 6-630pm Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$3,500.00	:30 Rating 6.70	NM 1 \$3,500.0
59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA 9-10am	:30 Rating	NM 1 \$1,000.0

Advertiser

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Contract / Revision Alt Order # 962675 06368271 1 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

*Line Ch Start Date End Date Description	Object If and There is	Spots/		
Start Date End Date Weekdays Spots/Week	Start/End Time [Rate Rating	Days Length Week R	ate Rtn TypeSpots	Amount
Week: 10/29/12 11/04/121 1	\$1,000.00 4.10			
60 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM	1 \$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$50.00 0.60			
61 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM ·	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$3,000.00 8.20			. 40,000.00
62 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM ·	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,500.00 5.10			
63 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM	i \$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,000.00 3.20			7.,000.00
64 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate Rating \$400.00 1.80			
65 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$250.00 1.80			7400.00
66 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM 1	£400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$100.00 1.00	.00	NW	\$100.00
67 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$400.00 1.20			¥ 100.00
68 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM 1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,250.00 2.80			
69 WISN 10/30/12 11/04/12 DR, OZ Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM 1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$750.00 2.90			
70 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$150.00 0.90			
71 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	NM 1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,800.00 6.00			
72 WISN 10/30/12 11/04/12 News M-F 5a	5-6A	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,000.00 2.80			
73 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$3,500.00 6.70		ĺ	
N 74 WISN 10/30/12 11/04/12 *UpFront PrimeTime	*6-7P	:30	 NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,500.00 6.30			, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 962675 06368271 / 1 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

		Spots/			
*Line Ch Start Date End Date Description		Length Week	Rate Rtn Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate Rating Start/End Time Weekda	vs Length	Rate Rtg Type		
1 WISN 10/29/12-11/04/12 *UpFront PrimeTime	*6-7P -Tu		00.00 6.30 NM		
See MG 74.2,74.3		·			
2 WISN 11/03/12-11/03/12 BIG 12 SPORTS SATURD	AY630-7p, 6-630p	-Sa :30 \$1,0	00.00 3.30 NM		
3 WISN 11/03/12-11/03/12 INSIDE THE HUDDLE	INSIDE HUD 1035	-sa :30 \$5	00.00 3.00 NM		
→ MG for 74.1 10/30					
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH	IA 9-10am	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate Rating</u> \$1,000.00 4.10				
76 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$50.00 0.60				
77 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating		,	·	40,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00 8.20				
78 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate Rating	:30	NM	1	\$1,500.00
Week: 10/29/12 11/04/121 1	\$1,500.00 5.10				
79 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating \$1,000.00 3.20				·
80 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM	4	0.400.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.30	INIVI	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.80				
81 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$250.00 1.80				
82 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM	1	\$100.00
Start Date	Rate Rating	,,,,		•	Ψ100.00
Week: 10/29/12 11/04/121 1	\$100.00 1.00				
83 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate Rating	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.20				
84 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM	1	\$1,250,00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating				, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/29/12 11/04/121 1 85 WISN 10/30/12 11/04/12 DR, OZ	\$1,250.00 2.80	.00		_	
Start Date End Date Weekdays Spots/Week	4P-5P <u>Rate</u> Rating	:30	NM	1	\$750.00
Week: 10/29/12 11/04/121 1	\$750.00 2.90				
86 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$150.00 0.90				
87 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	NM	1	\$1,800.00
Start Date	Rate Rating		14141	•	Ψ1,000.00
Week: 10/29/12 11/04/121 1	\$1,800.00 6.00				
88 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A Pata Pating	:30	NM	1	\$1,000.00
otore bate Lind bate vveendays Spots/vveek	<u>Rate</u> <u>Rating</u>		ļ		

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	962675 / 1	06368271		
Contract Dates 10/30/12 - 11/05/12	Product AMERICAN CROSSI	Estimate # SRO/1142		
Advertiser American Crossroads	0	riginal Date / Revision 10/30/12 / 10/30/12		

*Line Ch Start Date End Date Description	Start/End T	īme Days	Spots/ Length Week	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,000.00	Rating 2.80				
89 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	NM	1	\$3,500.00
90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	A 9-10am <u>Rate</u> \$1,000.00	Rating 4.10	:30	NM	1	\$1,000.00
91 WISN 10/30/12 11/02/12 News M-F 430a Start Date	430-5a <u>Rate</u> \$250.00	Rating 0.00	:30	NM	4	\$1,000.00
			Total	307.40	95	\$99,450.00

Time Period	# of Spots	Gross Amount	Net Amount	
10/29/12 -11/05/12	95	\$99,450.00	\$84,532.50	
Totals	95	\$99,450.00	\$84,532.50	

Signature:		Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified,

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnish	hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	after its prior approval.

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

307.40

27

Advertiser Ref

Product Code



And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / Revision			Alt Order #	t
	962675	/ 2		06368271	
Product					
AMERICAN CROSSROAL	os				
Contract Dates	Estimate #				
10/30/12 - 11/05/12	1142				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
American Crossroads			1	1/01/12	/ 11/01/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broade	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldet	randt	HRP -Washingt
	Special Hand	ling			
	Demographic				
	Adults 35+				
				···	Total Ratings

Advertiser Code

11

IDB#

Agency Ref

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
1 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM 1	\$50.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$50.00 0.60			
2 WISN 10/30/12 11/04/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-1030p <u>Rate</u> <u>Rating</u>	:30	NM 1	\$3,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00 8.20			
3 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate Rating			41,000.00
Week: 10/29/12 11/04/121 1	\$1,500.00 5.10			
4 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	Rate Rating \$1,000.00 3.20			
5 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	* 400.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.30	1AIAI I	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.80			
6 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$250.00 1.80			
7 WISN 10/30/12 11/04/12 ET M-F		.00		
Start Date End Date Weekdays Spots/Week	1230a-1a Rate Rating	:30	NM 1	\$100.00
Week: 10/29/12 11/04/121 1	\$100.00 1.00			
8 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating			7.00.00
Week: 10/29/12 11/04/121 1	\$400.00 1,20			
9 WISN 10/30/12 11/04/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30	NM 1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week; 10/29/12 11/04/121 1	Rate Rating \$1,250.00 2.80			
10 WISN 10/30/12 11/04/12 DR. OZ	4P-5P	:30	NM 1	6750.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	IAIAI	\$750.00
Week: 10/29/12 11/04/121 1	\$750.00 2.90			
N 11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00

CONTRACT

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 962675 06368271 / 2

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 11/01/12 / 11/01/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End T	ime Davs	Spots/ Length Week	Rate	Rtn Type S	Snots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Rating			1,4,7,700	эрого	7 ti TOGIT
Week: 10/29/12 11/04/121 1 <u>Spot Ch Date Range Description</u> 1 WISN 10/29/12-11/04/12 News M-F 430a See MG 11.2	\$150.00 <u>Start/End Ti</u> 430-5a	0.90 <u>ime</u> <u>Weekday</u> F		<u>Rate</u> \$150.00	Rtg Type 0.90 NM		
2 WISN 11/02/12-11/02/12 Good Morning America	7-9a	 F	: :30	\$150.00	0.90 NM		
12 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> \$1,800.00	Rating 6.00	:30		NM	1	\$1,800.00
13 WISN 10/30/12 11/04/12 News M-F 5a	5-6A		:30		NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$1,000.00	Rating 2.80					
14 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30		NM	1	\$3,500.00
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH. Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1		Rating 4.10	:30		NM	1	\$1,000.00
16 WISN 11/05/12 11/05/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1a-2a <u>Rate</u> \$50.00	Rating 0.60	:30		NM	1	\$50.00
17 WISN 11/05/12 11/05/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> \$3,000.00	Rating 8.20	:30		NM	1	\$3,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1030p-11p <u>Rate</u> \$1,500.00	Rating 5.10	:30		NM	1	\$1,500.00
19 WISN 11/05/12 11/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	11p-1130p <u>Rate</u> \$1,000.00	Rating 3.20	:30		NM	1	\$1,000.00
20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1130-1230a <u>Rate</u> \$400.00	Rating 1.80	:30		NM	1	\$400,00
21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	M-F 11A-12F <u>Rate</u> \$250.00	Rating 1.80	:30		NM	1	\$250.00
22 WISN 11/05/12 11/05/12 ET M-F Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1		Rating 1.00	:30		NM	1	\$100.00
23 WISN 11/05/12 11/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	M-F 2-3P <u>Rate</u> \$400.00	Rating 1.20	:30		NM	1	\$400.00
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> \$1,250.00	Rating 2.80	:30	***************************************	NM	1	\$1,250.00
25 WISN 11/05/12 11/05/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	4P-5P <u>Rate</u> \$750.00	Rating 2.90	:30		NM	1	\$750.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 06368271 / 2

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSROA1142

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 **American Crossroads**

Snots/

			Spots/			
*Line Ch Start Date End Date Description			s Length Week	Rate Rtn Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week		Rating				
26 WISN 11/05/12 11/05/12 News M-F 430a	430-5a	Detima	:30	MM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	Rate \$150.00	0.90 0.90				
27 WISN 11/05/12 11/05/12 News M-F 5p	5-530pm	0.00	:30	NM	4	£1 000 00
Start Date End Date Weekdays Spots/Week		Rating	.30	IAIAI	1	\$1,800.00
Week: 11/05/12 11/11/12 1 1	\$1,800.00	6.00				
28 WISN 11/05/12 11/05/12 News M-F 5a	5-6A		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 11/05/12 11/11/12 1 1		2.80				
29 WISN 11/05/12 11/05/12 News M-F 6p	6-630pm	5 ()	:30	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$3,500.00	6.70				
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH	******	0.10	:30	NM	1	¢1 000 00
Start Date End Date Weekdays Spots/Week		Rating	.50	1/1/1	i	\$1,000.00
Week: 11/05/12 11/11/12 1 1	\$1,000.00	4.10				
31 WISN 11/05/12 11/05/12 Castle	Mon 9-10p	***************************************	:30	NM	1	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 11/05/12 11/11/12 1 1		Rating		I		, ,
	**,000,00	16.70				
32 WISN 10/30/12 11/04/12 Late News Sa 10pm	10-1035p		:30	NM	1	\$850.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> \$850.00	Rating 2.80				
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE		****	:30		4	4050.00
		Rating	:30	NM	1	\$250.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/121-1	\$250.00	1.30		ļ		
34 WISN 10/30/12 11/04/12 Sa 458-6a	456-6AM		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week		Rating		1		+=50.00
Week: 10/29/12 11/04/121- 1	\$250.00	2.10				
35 WISN 10/30/12 11/04/12 News Sa 6p-630p	6-630pm		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	Rate \$1,000.00	Rating 5.30				
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDA			-20			
Start Date End Date Weekdays Spots/Week	₹1630-7β, 6-63€ Rate	/p Rating	:30	NM	1	\$500.00
Week: 10/29/12 11/04/121- 1	<u>Rate</u> \$500.00	4.70				
37 WISN 10/30/12 11/04/12 News Sat 7-9a	7-9am		:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	Rating			•	Ψοσο.σο
Week: 10/29/12 11/04/121- 1	\$500.00	3.00				
	10p-1030p		:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate	Rating		1		
		6.80				
39 WISN 10/30/12 11/04/12 Chris Matthews Start Date End Date Weekdays Spots/Week	*1030a-11a	Rating	:30	NM	1	\$150.00
Week: 10/29/12 11/04/121 1	\$150.00	0.50				
40 WISN 10/30/12 11/04/12 Upfront	11-1130p		:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week	Rate	Rating	.50	1 4141	,	φευυ.υυ
Week: 10/29/12 11/04/121 1	\$200.00	2.20				
41 WISN 10/30/12 11/04/12 Su 458-6a	458-6AM		:30	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate	Rating				
Week: 10/29/12 11/04/121 1	\$200.00	1.40		Į		

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Contract / Revision Alt Order # 962675 06368271

Contract Dates <u>Product</u> Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 11/01/12 / 11/01/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time D	Spots/ ays Length Week	Rate Rtn TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating			***************************************	
42 WISN 10/30/12 11/04/12 News Sun 530pm	530-6p	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating				,
Week: 10/29/12 11/04/121 1	\$1,000.00 3.00				
43 WISN 10/30/12 11/04/12 Sun GMA	6-7a	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$400.00 2.50				
				_	
44 WISN 10/30/12 11/04/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week	7-9am <u>Rate</u> <u>Rating</u>	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 3.30				
45 WISN 10/30/12 11/04/12 DR, OZ ON	1a-2a	:30	NM	1	\$50.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00	11111	•	φου.υυ
Week: 10/29/12 11/04/121 1	\$50.00 0.60				
46 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/121 1	\$3,000.00 8.20				
47 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	MM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$1,500.00 5.10				
48 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM	4	#4 000 00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	INIVI	1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.20				
49 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> Rating		}		+
Week: 10/29/12 11/04/121 1	\$400.00 1.80	******			
50 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating \$250.00 1.80				
51 WISN 10/30/12 11/04/12 ET M-F	***************************************			_	•
Start Date End Date Weekdays Spots/Week	1230a-1a Rate Rating	:30	NM	1	\$100.00
Week: 10/29/12 11/04/121 1	\$100.00 1.00				
52 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00		•	Ψ400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.20				
53 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	MM	1	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	Rate Rating				
	\$1,250.00 2.80				
54 WISN 10/30/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM	1	\$750.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$750.00 2.90				
55 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00	15101	•	Ψ150.00
Week: 10/29/12 11/04/121 1	\$150.00 0.90				
56 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating				
	\$1,800.00 6.00				
57 WISN 10/30/12 11/04/12 News M-F 5a	5-6A	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating \$1,000.00 2.80				
· ·	,,, 2.00		1		

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Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 11/01/12 / 11/01/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time E	Spots/ Days Length Week	Rate Rtn TypeS	Spots	Amount
Start Date	<u>Rate</u> Rating				
58 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm	:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week					•
Week: 10/29/12 11/04/121 1	\$3,500.00 6.70				
59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH	HA 9-10am	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/121 1	\$1,000.00 4.10				
60 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	MM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$50.00 0.60				
61 WISN 10/30/12 11/04/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-1030p	:30	NM	1	\$3,000.00
Week: 10/29/12 11/04/12 -1 1	Rate Rating \$3,000.00 8.20				
62 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM	4	£4 500.00
Start Date End Date Weekdays Spots/Week		.30	INIVI	1	\$1,500.00
Week: 10/29/12 11/04/12 -1 1	\$1,500.00 5.10				
63 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating			•	Ψ1,000.00
Week: 10/29/12 11/04/12 -1 1	\$1,000.00 3.20				
64 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	MM	1	\$400.00
Start Date End Date Weekdays Spots/Week					•
Week: 10/29/12 11/04/12 -1 1	\$400.00 1.80				
65 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating				
	\$250.00 1.80				
66 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$100.00 1.00				
67 WISN 10/30/12 11/04/12 KATIE COURIC		.00			
Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate Rating	:30	NM	1	\$400.00
Week: 10/29/12 11/04/12 -1 1	\$400.00 1.20				
68 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM	1	\$1,250.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	14101	ı	φι,250.00
Week: 10/29/12 11/04/12 -1 1	\$1,250.00 2.80				
69 WISN 10/30/12 11/04/12 DR. OZ	4P-5P	:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week	Rate Rating		,	•	91.00.00
Week: 10/29/12 11/04/12 -1 1	\$750.00 2.90				
70 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/12 -1 1	\$150.00 0.90				
71 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	MM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate Rating				
	\$1,800.00 6.00				
72 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	<u>Rate Rating</u> \$1,000.00 2.80				
73 WISN 10/30/12 11/04/12 News M-F 6p	TVP NP NI	-20	N 14.0	4	00 50-
Start Date End Date Weekdays Spots/Week	6-630pm <u>Rate</u> <u>R</u> ating	:30	NM	1	\$3,500.00
Week: 10/29/12 11/04/12 -1 1	\$3,500.00 6.70		Į		
			1		

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Contract / Revision Alt Order# 962675 06368271 1

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142

Original Date / Revision <u>Advertiser</u> 11/01/12 / 11/01/12 American Crossroads

Signt Date Signt Date Molekdays Spots/Week Rate Rating Start Date Signt Date S	*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week Rate	Ptn Type Speta	A was a cont
Sant Date Sant			Length Week Nate	Kill Type Spots	Amount
Start Date End Date Meekdays Spots/Veek Start Date Start D		THE PERSON NAMED AND ADDRESS OF TAXABLE PARTY ADDRESS OF TAXABLE	·30		\$1.500.00
Description Start End Tune Start End	Start Date End Date Weekdays Spots/Week	Rate Rating	.00	14101	Ψ1,500.00
1 WISN 1029/12 11/04/12 1					
See MG 74.2.74.3					
2 WISN 11/03/12-11/03/12 II/04/12 INSIDE THE HUDDLE INSIDE HUD 1035	·	-0-7P -1U	· :30 \$1,500.00	6.30 NM	
® Mc for 74, 110/30 3 WISN 11/03/12-11/03/12 INSIDE THE HUDDLE INSIDE HUD 1035Sa30 \$500.00 3.00 NM ® MG for 74, 110/30 75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA 9-10am 30 NM 1 \$1,000.00 75 WISN 10/30/12 11/04/12 End Date Weekdays Spots/Week Rate Rating 30 NM 1 \$50.00 76 WISN 10/30/12 11/04/12 End Date Weekdays Spots/Week Rate Rating 30 NM 1 \$50.00 77 WISN 10/30/12 11/04/12 Late News 10PM 10-1030p Rate Rating 30 NM 1 \$3,000.00 78 WISN 10/30/12 11/04/12 Late News 10PM 10-1030p Rate Rating 30 NM 1 \$3,000.00 8 WISN 10/30/12 11/04/12		DAY630-7p, 6-630p	a :30 \$1.000.00	3.30 NM	
Part	MG for 74.1 10/30		41,000.00		
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA 9-10am 30 NM 1 \$1,000.00		INSIDE HUD 1035	5a :30 \$500.00	3.00 NM	
Start Date End Date Weekdays Spots/Week Rate Rating Spots/We					
Next 10/29/12 11/04/12 DR. OZ ON 1a-2a 30 NM 1 \$50.00			:30	NM 1	\$1,000.00
The first color of the first c					
Start Date End Date Weekdays SpotsWeek Spots Spots			.30	NIA 1	ድ ደር ርር
New 10/29/12			.50	INIVI	\$50.00
Start Date					
Start Date End Date Week 10/9/12 11/04/12 Late News 1030PM 1030p-11p Start Date End Date Week 10/9/12 11/04/12 Late News 1030PM Start Date End Date Week 10/9/12 11/04/12 Nightline Start Date End Date Week 10/9/12 11/04/12 ANDERSON COOPER Start Date End Date Week 10/9/12 11/04/12 ET M-F Syots/Week Rate Rating Syots/Week Rate Rating Syots/Week Syots/W		10-1030p	:30	NM 1	\$3,000.00
78 WISN 10/30/12 11/04/12 Late News 1030PM 1030p-11p Rating Start Date End Date Week: 10/29/12 11/04/12 Nightline Ni				ł	
Start Date End Date 1104/12 11/04/12					
Week: 10/29/12 11/04/12 Nightline Start Date End Date Week and Spots/Week Rating Start Date End Date Week and Spots/Week Spots/Week Rating Start Date End Date Week and Spots/Week Spots/Week Rating Start Date End Date Week and Spots/Week Spots/Week Rating Start Date End Date Week and Spots/Week Spots/Week Rating Start Date Start Date End Date Week and Spots/Week Rating Start Date Start Date			:30	NM 1	\$1,500.00
79 WISN 10/30/12 11/04/12 Nightline Spots/Week Rate Rating Start Date Spots/Week Rate Rating Spots/Week Rate Rating Start Date Spots/Week Rate Rating Spots/Week Rate Rating Start Date Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Spots/Week Spots/Week Rate Rating Start Date Spots/Week Spots/Week Spots/Week Spots/Week Rate Rating Start Date Spots/Week Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/					
Start Date End Date Weekdays Spots/Week Start Date Start Date End Date Meekdays Spots/Week Start Date End Date Meekdays Spots/Week Start Date Start Date Start Date End Date Meekdays Spots/Week Start Date	79 WISN 10/30/12 11/04/12 Nightline	***************************************	:30	NM 1	\$1 000 00
80 WISN 10/30/12	Start Date End Date Weekdays Spots/Week		.00		Ψ1,000.00
Number Start Date End Date 11/04/12 ANDERSON COOPER Start Date End Date Meekdays Spots/Week Rate S250.00 1.80 Start Date End Date Meekdays Spots/Week Rate S250.00 1.80 Start Date End Date Meekdays Spots/Week Rate Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Start Date End Date Start Date Start Date End Date Start Date	Week: 10/29/12 11/04/121 1	\$1,000.00 3.20			
Week: 10/29/12 11/04/12 -1 1 \$400.00 1.80	· · · · · · · · · · · · · · · · · · ·		:30	NM 1	\$400.00
81 WISN 10/30/12 11/04/12 ANDERSON COOPER M-F 11A-12P :30					
Start Date End Date Weekdays 11/04/12 11/04/12 ET M-F 1230a-1a 30 NM 1 \$100.00			-00	****	
Week: 10/29/12 11/04/12 11/04/12 ET M-F 1230a-1a :30 NM 1 \$100.00			:30	NIVI 1	\$250.00
Start Date End Date Meekdays Spots/Week Rate \$100.00 1.00					
Start Date End Date 1/04/12 11/04/12 KATIE COURIC M-F 2-3P :30 NM 1 \$400.00	82 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM 1	\$100.00
83 WISN 10/30/12 11/04/12 KATIE COURIC M-F 2-3P :30 NM 1 \$400.00 Start Date Start Date Weekdays Spots/Week				i	7.55.55
Start Date End Date Weekdays Spots/Week Rating \$400.00 1.20			····		
Week: 10/29/12 11/04/12 1 1 \$400.00 1.20 84 WISN 10/30/12 11/04/12 3-4p :30 NM 1 \$1,250.00 Start Date Week: 10/29/12 End Date 11/04/12 Weekdays Spots/Week			:30	NM 1	\$400.00
84 WISN 10/30/12 11/04/12 3-4p 3-4p 3-4p :30 NM 1 \$1,250.00 Start Date Week: 10/29/12 11/04/12 11/04/12 DR. OZ Spots/Week Start Date Weekdays Spots/Week Start Date Weekdays Start Date Week: 10/29/12 11/04/12 DR. OZ 4P-5P :30 NM 1 \$750.00 86 WISN 10/30/12 11/04/12 News M-F 430a 430-5a :30 NM 1 \$150.00 86 Wish 10/30/12 11/04/12 News M-F 430a 430-5a :30 NM 1 \$150.00 87 Wish 10/30/12 11/04/12 News M-F 5p 5-530pm :30 NM 1 \$1,800.00					
Start Date End Date Weekdays Spots/Week Rating 2.80			·30	NIA 1	\$4 DEC 00
Week: 10/29/12 11/04/12 1 1 \$1,250.00 2.80 85 WISN 10/30/12 11/04/12 DR. OZ 4P-5P :30 NM 1 \$750.00 Start Date Week: 10/29/12 End Date 11/04/12 Weekdays Spots/Week P (300) Rate (300) Rating (300) 1 \$150.00 86 WISN 10/30/12 11/04/12 News M-F 430a 430-5a :30 NM 1 \$150.00 Week: 10/29/12 End Date (1/04/12) Weekdays (1/04/12) Spots/Week (1/04/12) Rate (1/04/12) Rating (1/04/12) NM 1 \$1,800.00 87 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm :30 NM 1 \$1,800.00			.50	I VIIVI	Φ1,250.00
Start Date Week: End Date 10/29/12 Weekdays 11/04/12 Spots/Week 7550.00 Rating 2.90 86 WISN 10/30/12 11/04/12 News M-F 430a 430-5a :30 NM 1 \$150.00 Start Date Week: 10/29/12 End Date 11/04/12 Weekdays Spots/Week Rate 150.00 Rating 0.90 NM 1 \$150.00 87 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm :30 NM 1 \$1,800.00	Week: 10/29/12 11/04/121 1				
Start Date Week: 10/29/12 End Date 11/04/12 Weekdays 1 Spots/Week 11/04/12 Rate \$750.00 Rating 2.90 86 WISN 10/30/12 11/04/12 News M-F 430a 430-5a :30 NM 1 \$150.00 Start Date Week: 10/29/12 End Date 11/04/12 Weekdays 1 Spots/Week 150.00 Rating 0.90 NM 1 \$150.00 87 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm :30 NM 1 \$1,800.00		4P-5P	:30	NM 1	\$750.00
86 WISN 10/30/12 11/04/12 News M-F 430a 430-5a :30 NM 1 \$150.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/121 1 \$150.00 0.90 87 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm :30 NM 1 \$1,800.00	Start Date End Date Weekdays Spots/Week	Rate Rating			
Start Date Week: End Date 10/29/12 Weekdays 11/04/12 Spots/Week 2 150.00 Rating 2 150.00 R					
Week: 10/29/12 11/04/12 1 1 \$150.00 0.90 87 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm :30 NM 1 \$1,800.00			:30	NM 1	\$150.00
87 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm :30 NM 1 \$1,800.00		\$150.00 0.90			
	87 WISN 10/30/12 11/04/12 News M-F 5p	······································	:30	NM 1	\$1.800.00
				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Ψ1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 962675 / 2	<u>Alt Order #</u> 2 06368271
Contract Dates 10/30/12 - 11/05/12	Product AMERICAN CROS	Estimate #
Advertiser American Crossroads		Original Date / Revision 11/01/12 / 11/01/12

*Line Ch Start Date End Date Description	Start/End Ti	me Days	Spots/ Length Week	Rate Rtn Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,800.00	Rating 6.00				
88 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> \$1,000.00	Rating 2.80	:30	NM	1	\$1,000.00
89 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	ММ	1	\$3,500.00
90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date		Rating 4.10	:30	NM	1	\$1,000.00
91 WISN 10/30/12 11/02/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12WTF 4	430-5a <u>Rate</u> \$250.00	Rating 0.00	:30	NM	4	\$1,000.00
			Totals	307.40	95	\$99,450.00

Time Period	# of Spots	of Spots Gross Amount Net An			
10/29/12 -11/05/12	95	\$99,450.00	\$84,532.50		
Totals	95	\$99,450.00	\$84,532.50		

Signature:		Date:	
_			

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

(a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonable solution to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

S. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commerci.
materials and other property fu	imished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts exc	cept after its prior approval.

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to he media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / Re	vision		Alt Order #	<u> </u>
	962675	/ 3		06368271	
Product				<u> </u>	
AMERICAN CROSSROAD	s				
Contract Dates	Estimate #				
10/30/12 - 11/05/12	1142				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
American Crossroads			ı	1/02/12	/ 11/02/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broadcast			Cash
	<u>Station</u>	Ассоц	nt E	xecutive	Sales Office
	WISN	Will Hildebrandt		randt	HRP -Washingto
	Special Hand	ling			
	Demographic				
	Adults 35+				
					Total Ratings
					307.40
	IDB#	Adverti	ser	Code	Product Code
		11			27
	Agency Ref			<u>Advertiser</u>	Ref

*Line Ch Start Date End Date Description	Start/End Time - Day	Spots/		
1 WISN 10/30/12 11/04/12 DR. OZ ON	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
2 WISN 10/30/12 11/04/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
3 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
4 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
5 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
6 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
7 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
8 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
9 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM 1	\$1,250.00
10 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

11/02/12 / 11/02/12



Contract / Revision Alt Order # 962675 / 3 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSROA1142 Advertiser Original Date / Revision

*Line Ch Start Date End Date Description	Start/End T	ima Dava	Spots/				
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	Rating	Length Week	Rate Rtr	i Type:	Spots	Amount
Week: 10/29/12 11/04/121 1 <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	\$150.00 Start/End Ti	0.90 <u>ime Weekday</u>	s Length	Doto Dt	a Tuna		
1 WISN 10/29/12-11/04/12 News M-F 430a	430-5a	F			g <u>Type</u> 0 <i>NM</i>		
See MG 11.2 2 WISN 11/02/12-11/02/12 Good Morning America → MG for 11.1 11/02	7-9a	 F	:30	\$150.00 0.9	0 NM		
12 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> \$1,800.00	Rating 6.00	:30		NM	1	\$1,800.00
13 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> \$1,000.00	Rating 2.80	:30	-	NM	1	\$1,000.00
14 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30		NM	1	\$3,500.00
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA Start Date	\9-10am <u>Rate</u> \$1,000.00	Rating 4.10	:30		NM	1	\$1,000.00
16 WISN 11/05/12 11/05/12 DR. OZ ON Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1a-2a <u>Rate</u> \$50.00	Rating 0.60	:30		NM	1	\$50.00
17 WISN 11/05/12 11/05/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> \$3,000.00	Rating 8.20	:30		NM	1	\$3,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM <u>Start Date End Date Weekdays Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1030p-11p <u>Rate</u> \$1,500.00	Rating 5.10	:30		ММ	1	\$1,500.00
19 WISN 11/05/12 11/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	11p-1130p <u>Rate</u> \$1,000.00	Rating 3.20	:30	***************************************	ММ	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1130-1230a <u>Rate</u> \$400.00	Rating 1.80	:30	***************************************	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	M-F 11A-12P <u>Rate</u> \$250.00	Rating 1.80	:30		NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1230a-1a <u>Rate</u> \$100.00	Rating 1.00	:30	***	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	M-F 2-3P <u>Rate</u> \$400.00	Rating 1.20	:30		NM	1	\$400.00
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> \$1,250.00	Rating 2.80	:30		NM	1	\$1,250.00
25 WISN 11/05/12 11/05/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	4P-5P <u>Rate</u> \$750.00	Rating 2.90	:30	- HILAN	NM	1	\$750.00

American Crossroads

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 962675 / 3 06368271 **Contract Dates** Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142

<u>Advertiser</u> Original Date / Revision **American Crossroads** 11/02/12 / 11/02/12

*Line Ch Start Date End Date Description	Start/End Time	S Days Length V	pots/ Veek Rate Rtn	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate Ra	ating			·
26 WISN 11/05/12 11/05/12 News M-F 430a	430-5a	:30		NM 1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	Rate Ra	ating			Ψ100.00
		0.90			
27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm	:30		NM 1	\$1,800.00
Week: 11/05/12 11/11/12 1 1	<u>Rate</u> <u>Ra</u> \$1,800.00	<u>ung</u> 3.00			
28 WISN 11/05/12 11/05/12 News M-F 5a	5-6A	:30		- NIV	
Start Date End Date Weekdays Spots/Week	<u>Rate</u> Ra			NM 1	\$1,000.00
Week: 11/05/12 11/11/12 1 1		2.80			
N 29 WISN 11/05/12 11/05/12 News M-F 6p	6-630pm	:30		NM 1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	Rate Ra				10,000.00
Spot Ch Date Range Description	\$3,500.00 6 Start/End Time	5.70 Washdaya Lawett		_	
1 WISN 11/05/12-11/11/12 News M-F 6p	6-630pm	Weekdays Lengti			
See MG 29.2	о осории	رابر	0 \$ 3,500.00 6.70	IVIVI	
2 WISN 11/05/12-11/05/12 World News Tonight	M-Su 530-6p	M :30	9 \$3,500.00 6.70	NM	
→ MG for 29.1 11/05			71,111,111		
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH	A 9-10am	:30		NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1		ting		,	Ψ1,000.00
		1.10			
31 WISN 11/05/12 11/05/12 Castle Start Date End Date Weekdays Spots/Week	Mon 9-10p	:30		NM 1	\$7,500.00
Week: 11/05/12 11/11/12 1 1	<u>Rate</u> <u>Rate</u> \$7,500.00 16	<u>ting</u> 6.70			
32 WISN 10/30/12 11/04/12 Late News Sa 10pm	10-1035p				
Start Date	Rate Rat	:30		NM 1	\$850.00
Week: 10/29/12 11/04/121- 1		!.80			
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE	INSIDE HUD 103	5 :30	****	NM 1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	<u>Rate</u> Rat	ting		,	\$250.00
		.30			
34 WISN 10/30/12 11/04/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30		NM 1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> <u>Rat</u> \$250.00 2	ting .10			
35 WISN 10/30/12 11/04/12 News Sa 6p-630p	6-630pm		****		
Start Date End Date Weekdays Spots/Week	Rate Rat	:30		NM 1	\$1,000.00
Week: 10/29/12 11/04/121- 1		.30			
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDA	N630-7p, 6-630p	:30	*****	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate Rat	ing		11111	\$500.00
	\$500.00 4	.70			
37 WISN 10/30/12 11/04/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week	7-9am	:30		NM 1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	<u>Rate Rat</u> \$500.00 3.	<u>inq</u> .00			
38 WISN 10/30/12 11/04/12 Late News 10pm					
Start Date End Date Weekdays Snots/Meek	10p-1030p <u>Rate</u> <u>Rat</u>	:30		NM 1	\$3,000.00
Week: 10/29/12 11/04/121 1		<u>1110</u> .80			
39 WISN 10/30/12 11/04/12 Chris Matthews	*1030a-11a	:30		NIM 4	0.4 =
Start Date End Date Weekdays Spots/Week	<u>Rate</u> <u>Rati</u>			NM 1	\$150.00
Week: 10/29/12 11/04/121 1		.50			
40 WISN 10/30/12 11/04/12 Upfront	11-1130p	:30		NM 1	\$200.00
				-	

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept to advertising which is placed with an intent to discriminate on the basic of second attribute. Advertising which is placed with an intent to discriminate on the basic of second attribute.

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

11/02/12 / 11/02/12



Contract / Revision Alt Order# 962675 / 3 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142 Advertiser Original Date / Revision

			11		
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	D / P:		
Start Date End Date Weekdays Spots/Week	<u>Rate</u> Ra	ting	Rate Rtn TypeSp	ots	Amount
41 WISN 10/30/12 11/04/12 Su 458-6a	\$200.00 2 458-6AM	:30			
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rat		NM	1	\$200.00
42 WISN 10/30/12 11/04/12 News Sun 530pm	530-6p	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rat</u> \$1,000.00 3	<u>ting</u> .00		•	Ψ1,000.00
43 WISN 10/30/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a	. :30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rat</u> \$400.00 2	50			
44 WISN 10/30/12 11/04/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week	7-9am <u>Rate</u> <u>Rat</u>	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 3	.30			
45 WISN 10/30/12 11/04/12 DR. OZ ON Start Date End Date Weekdays Spots/Week	1a-2a <u>Rate</u> <u>Rat</u>	:30 ina	NM	1	\$50.00
Week: 10/29/12 11/04/121 1 46 WISN 10/30/12 11/04/12 Late News 10PM	\$50.00 0	.60	····		
Start Date End Date Weekdays Spots/Week	10-1030p <u>Rate</u> <u>Rat</u>		NM	1	\$3,000.00
Week: 10/29/12 11/04/121 1 47 WISN 10/30/12 11/04/12 Late News 1030PM	\$3,000.00 8. 1030p-11p	.20			
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rat	:30 ing 10	NM	1	\$1,500.00
48 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rati</u> \$1,000.00 3.	ing 20		·	41,000.00
49 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week	1130-1230a	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rati</u> \$400.00 1.	<u>ng</u> 80			
50 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P Rate Rati	:30	NM	1	\$250.00
Week: 10/29/12 11/04/121 1	\$250.00 1.	80			
Start Date End Date Weekdays Spots/Week	1230a-1a Rate Rati	:30 ng	NM	1	\$100.00
Week: 10/29/12 11/04/121 1 52 WISN 10/30/12 11/04/12 KATIE COURIC		00			
Start Date End Date Weekdays Spots/Week	Rate Rati		NM	1	\$400.00
53 WISN 10/30/12 11/04/12 3-4p	\$400.00 1.	·30) in a		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rati	:30 <u>ng</u> 80	NM	1	\$1,250.00
54 WISN 10/30/12 11/04/12 DR. OZ	4P-5P	:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Ration 2.9	<u>na</u>		•	Ψ. 50.00
55 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week	430-5a	:30	NM	1	\$150.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Ratii</u> \$150.00 0.9				
56 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm Rate Ratir	:30	NM	1	\$1,800.00
- Spots Week	rate Rati	<u> </u>			

American Crossroads

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Original Date / Revision



End Date

11/04/12

End Date

11/04/12

11/04/12

71 WISN 10/30/12

72 WISN 10/30/12

Start Date

Week: 10/29/12

Start Date

Weekdays

-1----

Weekdays

News M-F 5p

News M-F 5a

Spots/Week

1

Spots/Week

Contract / Revision Alt Order# 962675 06368271 1 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142 Advertiser

www.wisn.com	American Crossroads	11/02/12 /	
	0	-	
	Spots/ Time Days Length Week Rate R	tn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$1,800.00	Rating		- arroant
57 WISN 10/30/12 11/04/12 News M-F 5a 5-6A Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$1,000.00	:30 Rating	NM 1	\$1,000.00
58 WISN 10/30/12 11/04/12 News M-F 6p 6-630pm	:30 Rating	NM 1	\$3,500.00
59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA 9-10am	:30 Rating	NM 1	\$1,000.00
60 WISN 10/30/12 11/04/12 DR. OZ ON 1a-2a Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -1 1 \$50.00	:30 Rating	NM 1	\$50.00
61 WISN 10/30/12 11/04/12 Late News 10PM 10-1030p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1 \$3,000.00	:30 Rating	NM 1	\$3,000.00
62 WISN 10/30/12 11/04/12 Late News 1030PM 1030p-11p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1 \$1,500.00	:30 Rating 5.10	NM 1	\$1,500.00
63 WISN 10/30/12 11/04/12 Nightline 11p-1130p Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -1 1 \$1,000.00	:30 Rating 3.20	NM 1	\$1,000.00
64 WISN 10/30/12 11/04/12 Jimmy Kimmel 1130-1230a Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -1 1 \$400.00	:30 Rating 1.80	NM 1	\$400.00
Week: 10/29/12 11/04/12 -1 1 \$250.00	P :30 <u>Rating</u> 1.80	NM 1	\$250.00
Week: 10/29/12 11/04/12 -1 1 \$100.00	:30 Rating 1.00	NM 1	\$100.00
vveek: 10/29/12 11/04/12 -1 1 \$400.00	:30 <u>Rating</u> 1.20	NM 1	\$400.00
<u>vveek: 10/29/12 11/04/12 -1 1 \$1,250.00</u>	:30 <u>Rating</u> 2.80	NM 1	\$1,250.00
69 WISN 10/30/12 11/04/12 DR. OZ 4P-5P Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -1 1 \$750.00	:30 <u>Rating</u> 2.90	NM 1	\$750.00
70 WISN 10/30/12 11/04/12 News M-F 430a 430-5a Start Date Week: 10/29/12 End Date 11/04/12 Weekdays Spots/Week 2150.00 Rate \$150.00	:30 Rating 0.90	NM 1	\$150.00

Rate Rating

Rating

6.00

:30

:30

NM

NM

\$1,800.00

\$1,000.00

\$1,800.00

<u>Rate</u>

5-530pm

5-6A

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11/02/12

/ 11/02/12



Contract / Revision Alt Order# 962675 / 3 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142 <u>Advertiser</u> Original Date / Revision

			- ,	02/12
the Object Description	Spots/			
Ct. d D -t. E t B		Rtn Type	Spots	Amount
	<u>ste Rating</u> 00 2.80			
73 WISN 10/30/12 11/04/12 News M-F 6p 6-630pm		NM	1	\$3,500.00
Week: 10/29/12 11/04/12 -1 1 \$3,500	<u>ste Rating</u> 00 6.70	,,	•	Ψ5,500.00
74 WISN 10/30/12 11/04/12 *UpFront PrimeTime *6-7P	:30	MM	2	\$1,500.00
vveek: 10/29/12 11/04/12 -1 1 \$1.500	te Rating 00 6.30		-	Ψ1,500.00
Spot Ch Date Range Description Start/En 1 WISN 10/29/12-11/04/12 *UpFront PrimeTime *6-7P		Rtq Type		
See MG 74.2,74.3		6.30 NM		
2 WISN 11/03/12-11/03/12 BIG 12 SPORTS SATURDAY630-7p, ⊕ MG for 74.1 10/30	3-630pSa :30 \$1,000.00	3.30 NM		
3 WISN 11/03/12-11/03/12 INSIDE THE HUDDLE INSIDE ⊕ MG for 74.1 10/30	HUD 1035Sa :30 \$500.00	3.00 NM		
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA 9-10am				
Start Date End Date Weekdays Spots/Week Pa	:30 te <u>Rating</u>	NM	1	\$1,000.00
Week: 10/29/12 11/04/12 -1 1 \$1,000.	00 4.10			
76 WISN 10/30/12 11/04/12 DR. OZ ON 1a-2a Start Date End Date Weekdays Spots/Week Ra	:30	NM	1	\$50.00
Week: 10/29/12 11/04/121 1 \$50.	0 0.60			
77 WISN 10/30/12 11/04/12 Late News 10PM 10-1030p Start Date End Date Weekdays Spots/Week Ra	:30	NM	1	\$3,000.00
Week: 10/29/12 11/04/121 1 \$3,000.0	te <u>Rating</u> 0 8.20			40,000.00
78 WISN 10/30/12 11/04/12 Late News 1030PM 1030p-11		NM	1	\$1,500.00
Week. 10/29/12 11/04/121 1 \$1,500.	<u>e Rating</u> 0 5.10		•	4.,000.00
79 WISN 10/30/12 11/04/12 Nightline 11p-1130		NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Ra Week: 10/29/12 11/04/12 1 1 \$1,000.0	e <u>Rating</u> 0 3.20		•	¥1,000.00
80 WISN 10/30/12 11/04/12 Jimmy Kimmel 1130-123		NM	4	6400.00
	e Rating	IAIAI	1	\$400.00
81 WISN 10/30/12 11/04/12 ANDERSON COOPER M-F 11A-				
Start Date End Date Weekdays Spots/Week Ra	e Rating	NM	1	\$250.00
Week: 10/29/12 11/04/121 1 \$250.0 82 WISN 10/30/12 11/04/12 ETM-F 1230a-1a	0 1.80			
Start Date End Date Weekdays Snots/Meek Pol	:30 e Rating	NM	1	\$100.00
Week: 10/29/12 11/04/121 1 \$100.0				
83 WISN 10/30/12 11/04/12 KATIE COURIC M-F 2-3P Start Date End Date Weekdays Spots/Week Rai	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Rat Week: 10/29/12 11/04/12 1 1 \$400.0	<u>Rating</u> 0 1.20			
84 WISN 10/30/12 11/04/12 3-4p 3-4p	:30	NM	1	\$1,250.00
Start Date End Date Weekdays Spots/Week Rat Week: 10/29/12 11/04/12 1 1 \$1,250.0	<u>Rating</u> D 2.80	, ,,,,	•	¥1,200,00
85 WISN 10/30/12 11/04/12 DR. OZ 4P-5P	:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Rat Week: 10/29/12 11/04/12 1 1 \$750.0	e Rating		,	Ψ1 JU.UU
86 WISN 10/30/12 11/04/12 News M-F 430a 430-5a	:30	NM	1	\$150.00

American Crossroads

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	Contract / Revision 962675 / 3	Alt Order # 06368271			
Contract Dates 10/30/12 - 11/05/12	Product AMERICAN CROSSR	Estimate # SRO/1142			
Advertiser American Crossroads	i	ginal Date / Revision 11/02/12 / 11/02/12			

*Line Ch Start Date End Date Description	Start/End T	Time Days	Spots/ Length Week	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$150.00	Rating 0.90		,,,,,	- - -	Antoun
87 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> \$1,800.00	Rating 6.00	:30	NM	1	\$1,800.00
88 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> \$1,000.00	Rating 2.80	:30	NM	1	\$1,000.00
89 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	NM	1	\$3,500.00
90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH, Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	A 9-10am <u>Rate</u> \$1,000.00	Rating 4.10	:30	MM	1	\$1,000.00
91 WISN 10/30/12 11/02/12 News M-F 430a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 4	430-5a <u>Rate</u> \$250.00	Rating 0.00	:30	NM	4	\$1,000.00
			Totals	307.40	95	\$99,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	95	\$99,450.00	\$84,532.50
Totals	95	\$99,450.00	\$84,532.50

Signature:	Date:	
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(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract, it
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be political calibrates, or any other stilling to dissimilar cause beyond the station's reasonable control, station halls to broadcast any or all of the annionicements, or programs to be broadcast hereunder. Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials Agency is sole cost and expense. Agency shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

(b) The Station shall exercise normal precautions in handling of materials and other property furnished by the Agency in connection with broadcasts hereunder. connection with broadcasts except after its prior approval.	property and mail, but assumes no liability for loss or damage to program or commercia The Station will not accept or process mail, correspondence, or telephone calls in

on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]





WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812

Billing: (781)433-4283

www.wisn.com

Billing Address:

Cross Roads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
962675-1	11/11/12	November 2012	10/29/12 - 11/05/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1142

Flight Dates	Order #	Alt Order #
10/30/12 - 11/05/12	962675	06368271
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
IDB#	Advertiser Code 11	Product Code 27
Agency Ref	Advertiser Ref	

S	pots
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Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 10/30/12	11/04/12	DR. OZ ON	1a-2a	1	:30	1	\$50.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS1	<u>Spots/Week</u> 1	<u>Rate</u> \$50.00					
	ch <u>Day Ai</u>			Start/End Time	Lengi	h Ad-ID			Rate Type
1 V	VISN F 11	/02/12 1:14 AM DR. O	Z ON	1a-2a	:3	0 WISNTV1	.0ACH		\$50.00 NM
2 10/30/12	11/04/12	Late News 10PM	10-1030p	1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/29/12	11/04/121	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: # C	h <u>Day Ai</u>	r Date <u>Air Time</u> <u>Descri</u>	<u>ption</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
1 V	VISN F 11	/02/12 10:11 PM Late N	ews 10PM	10-1030p	:3	0 WISNTV1	.0ACH		\$3,000.00 NM
3 10/30/12	11/04/12	Late News 1030PM	1030p-11p	1	:30	1	\$1,500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$1,500.00					
Spots: # C	h <u>Day Air</u>	r Date Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 v		/02/12 10:55 PM Late N		1030p-11p		0 WISNTV1	.0асн		\$1,500.00 NM
4.40/20/42	44/04/40	Nimbelina	44- 4420-	1	:30	1	64 000 00		
4 10/30/12	11/04/12	Nightline	11p-1130p	T	.30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00					
		<u> Date</u> <u>Air Time</u> <u>Descri</u>		Start/End Time		h Ad-ID			Rate Type
1 V	VISN F 11	/02/12 11:26 PM Nightli	ne	11p-1130p	:3	0 WISNTV1	.0асн		\$1,000.00 NM
5 10/30/12	11/04/12	Jimmy Kimmel	1130-1230a	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # C		Date Air Time Descrip	otion .	Start/End Time	Lenat	h Ad-ID			Rate Type
		/02/12 12:05 AM Jimmy		1130-1230a		0 WISNTV1	.0ACH		\$400.00 NM
6 10/30/12	11/04/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$250.00					
Spots: # C	h Day Air		•	Start/End Time	Lenat	h Ad-ID			Rate Type
–		/02/12 11:33 AM ANDE		M-F 11A-12P		0 WISNTV1	.0асн		\$250.00 NM
•									



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
962675-1	11/11/12	November 2012	10/29/12 - 11/05/12

Advertiser Product Estimate Number

American Crossroads AMERICAN CROSSROADS 1142

THE THIS IS NOT THE						Spots/			
Line Start Date	End Date		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
6 10/30/12	11/04/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
7 10/30/12	11/04/12	ET M-F	1230a-1a	1	:30	1	\$100.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$100.00					
	n <u>Day Ai</u> ISN F 11	<u>r Date</u> <u>Air Time</u> <u>Descrip</u> /02/12 12:42 AM ET M-F		Start/End Time 1230a-1a		<u>h</u> <u>Ad-ID</u> 0 wisntv1	0асн		<u>Rate</u> <u>Type</u> \$100.00 NM
8 10/30/12	11/04/12	KATIE COURIC	M-F 2-3P	1_	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	Rate \$400.00					
Spots: <u>#</u> Ch 1 Wi	Day <u>Air</u> SN F 11			Start/End Time M-F 2-3P		<u>h</u> <u>Ad-ID</u> 0 wisn⊤v1	0асн		<u>Rate</u> <u>Type</u> \$400.00 NM
9 10/30/12	11/04/12	3-4p	3-4p	1	:30	1	\$1,250.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS1	Spots/Week 1	Rate \$1,250.00					
,	Day <u>Air</u> SN F 11		tion	Start/End Time 3-4p		h <u>Ad-ID</u> 0 wisntv1	0асн		<u>Rate Type</u> \$1,250.00 NM
10 10/30/12	11/04/12	DR. OZ	4P-5P	1	:30	1	\$750.00	NM	<u></u>
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week	<u>Rate</u> \$750.00				***	
Spots: <u>#</u> Ch 1 WI	Day Air			Start/End Time 4P-5P		<u>h Ad-ID</u> 0 wisntv1	0асн		<u>Rate</u> <u>Type</u> \$750.00 NM
11 10/30/12	11/04/12	News M-F 430a	430-5a	1	:30	1	\$150.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$150.00					
	Day Air SN F 11, See MG	r Date Air Time Description /02/12 News M		Start/End Time 430-5a	Lengt :C	h Ad-ID 0			<u>Rate</u> <u>Type</u> \$150.00 NM
2 WI	SN F 11	/02/12 7:55 AM Good M 11.1 11/02	orning America	7-9a	:3	0 WISNTV1	0асн		\$150.00 NM
12 10/30/12	11/04/12	News M-F 5p	5-530pm	1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$1,800.00					
Spots: <u>#</u> Ch 1 Wi	Day Air	<u>Date Air Time Descript</u> /02/12 5:29 PM News M		Start/End Time 5-530pm		h <u>Ad-ID</u> O wisntv1	0ACH		<u>Rate</u> <u>Type</u> \$1,800.00 NM
13 10/30/12	11/04/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$1,000.00		••••			
Spots: <u>#</u> Ch 1 WI	<u>Day Air</u>			Start/End Time 5-6A		h <u>Ad-ID</u> 0 wisntv1	0асн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
14 10/30/12	11/04/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	Rate \$3,500.00					
Spots: <u>#</u> Ch 1 Wi	<u>Day</u> Air		ion	Start/End Time 6-630pm		<u>h</u> <u>Ad-ID</u> 0 wisntv1	0асн		<u>Rate</u> <u>Type</u> \$3,500.00 NM



DURINVOICE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 962675-1
 11/11/12
 November 2012
 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1142
	· ···· - · · · · · · · · · · · · · · ·	

Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
14 10/30/12	11/04/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
15 10/30/12	11/04/12	LIVE WITH KELLY & N	/IC9-10am	1	:30	1	\$1,000.00	NM	
Weeks: Spots: <u>#</u> C 1 W	<u>Start Date</u> 10/29/12 :h <u>Day Ai</u> //SN F 11		<u>Spots/Week</u> 1 p <u>tion</u> VITH KELLY & MICH	<u>Rate</u> \$1,000.00 <u>Start/End Time</u> AEL 9-10am		h <u>Ad-ID</u> 0 wisntv1	0ach		<u>Rate</u> <u>Type</u> \$1,000.00 NM
16 11/05/12	11/05/12	DR. OZ ON	1a-2a	1	:30	1	\$50.00	NM	
Weeks: Spots: <u>#</u> C 1 W	11/05/12 h <u>Day Ai</u>	End Date MTWTFSS 11/11/12 1 r Date Air Time Descri /05/12 1:18 AM DR. O	1 ption	<u>Rate</u> \$50.00 <u>Start/End Time</u> 1a-2a		h <u>Ad-ID</u>) wisntv1	0асн		<u>Rate</u> <u>Type</u> \$50.00 NM
17 11/05/12	11/05/12	Late News 10PM	10-1030p	1	:30	1	\$3,000.00	NM	
	Start Date 11/05/12 h <u>Day</u> Air /ISN M 11	11/11/12 1		<u>Rate</u> \$3,000.00 <u>Start/End Time</u> 10-1030p		1 <u>Ad-ID</u>) wisntv1	0асн		<u>Rate</u> <u>Type</u> \$3,000.00 NM
18 11/05/12	11/05/12	Late News 1030PM	1030p-11p	1	:30	1	\$1,500.00	NM	101
Weeks: Spots: <u>#</u> C 1 W		11/11/12 1		Rate \$1,500.00 <u>Start/End Time</u> 1030p-11p		<u>1 Ad-ID</u>) wishtv1	ДАСН		<u>Rate</u> <u>Type</u> \$1,500.00 NM
19 11/05/12	11/05/12	Nightline	11p-1130p	1	:30	1	\$1,000.00	NM	
	ISN M 11	11/11/12 1 Date Air Time Descrip /05/12 11:19 PM Nightlir	ne	Rate \$1,000.00 Start/End Time 11p-1130p	:3	a Ad-ID) WISNTV1			<u>Rate</u> <u>Type</u> \$1,000.00 NM
20 11/05/12	11/05/12			1	:30	1	\$400.00	NM	
T	<u>Start Date</u> 11/05/12 h <u>Day Air</u> ISN M 11/	11/11/12 1		Rate \$400.00 <u>Start/End Time</u> 1130-1230a		n <u>Ad-ID</u>) wisntv10	ОАСН		<u>Rate</u> <u>Type</u> \$400.00 NM
21 11/05/12	11/05/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
Weeks: Spots: <u>#</u> Cl 1 W		End Date MTWTFSS 11/11/12 1 Date Air Time Descrip (05/12 11:57 AM ANDER		<u>Rate</u> \$250.00 <u>Start/End Time</u> M-F 11A-12P		1 <u>Ad-ID</u>) WISNTV1	ОАСН		<u>Rate</u> <u>Type</u> \$250.00 NM
22 11/05/12	11/05/12	ET M-F	1230a-1a	1	:30	1	\$100.00	NM	
Weeks: Spots: <u>#</u> Cl 1 W		11/11/12 1		<u>Rate</u> \$100.00 <u>Start/End Time</u> 1230a-1a		1 <u>Ad-ID</u>) wisntv1(Эасн		<u>Rate Type</u> \$100.00 NM
23 11/05/12	11/05/12	KATIE COURIC	M-F 2-3P	1	:30	1	\$400.00	NM	



DUBINVOICE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 962675-1
 11/11/12
 November 2012
 10/29/12 - 11/05/12

Advertiser Product Estimate Number
American Crossroads AMERICAN CROSSROADS

www.wisn.com									
Line Start Dat	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
23 11/05/12		KATIE COURIC	M-F 2-3P	1	:30	1	\$400.00	NM	
Weeks:	Start Date		Spots/Week	Rate					
Spots: # (11/05/12 Ch <u>Day Ai</u>	11/11/12 1 r Date <u>Air Time</u> Desc	1 <u>ription</u>	\$400.00 Start/End Time	Lengt	h Ad-ID			Rate Type
1 V	VISN M 11	/05/12 2:46 PM KATII	E COURIC	M-F 2-3P	:3	0 WISNTV1	OACH		\$400.00 NM
24 11/05/12	11/05/12	3-4p	3-4p	1	:30	1	\$1,250.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 1	Spots/Week 1	Rate \$1,250.00					, , , , , , , , , , , , , , , , , , , ,
Spots: # 0			ription	Start/End Time		h Ad-ID			Rate Type
1 V	VISN M 11	/05/12 3:59 PM 3-4p		3-4p	:3	0 WISNTV1	ОАСН		\$1,250.00 NM
25 11/05/12	11/05/12	DR. OZ	4P-5P	1	:30	1	\$750.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 1	Spots/Week 1	<u>Rate</u> \$750.00					
		<u>Date</u> <u>Air Time</u> <u>Descr</u> /05/12 4:37 PM DR. C		Start/End Time 4P-5P		h Ad-ID	Over		Rate Type
						0 WISNTV1			\$750.00 NM
26 11/05/12	11/05/12	News M-F 430a	430-5a	1	:30	1	\$150.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$150.00					
Spots: # C		Date Air Time Descr		Start/End Time		h Ad-ID			Rate Type
1 V	VISN M 11.	/05/12 4:41 AM News	M-F 430a	430-5a	:3	0 WISNTV1	UACH		\$150.00 NM
27 11/05/12	11/05/12	News M-F 5p	5-530pm	1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 1	Spots/Week 1	<u>Rate</u> \$1,800.00					
Spots: # 0	h <u>Day Air</u> VISN M 11.			Start/End Time 5-530pm		<u>h Ad-ID</u> O WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$1,800.00 NM
28 11/05/12	11/05/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date		Spots/Week	Rate					, , ,
Spots: # C	11/05/12 h Dav Air	11/11/12 1 Date Air Time Descr	1 iption	\$1,000.00 Start/End Time	l.enat	h Ad-ID			Rate Type
1	VISN M 11			5-6A		O WISHTV1	0асн		\$1,000.00 NM
29 11/05/12	11/05/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$3,500.00					
Spots: # C	h <u>Day</u> <u>Air</u>	Date Air Time Descr	•	Start/End Time	<u>Lengt</u>	h <u>Ad-ID</u>			Rate Type
1 V	/ISN M 11/ See MG		M-F 6p	6-630pm	:0	0			\$3,500.00 NM
2 W	ISN M 11/	705/12 5:55 PM World 19.1 11/05	News Tonight	M-Su 530-6p	:3	0 WISNTV1	0асн		\$3,500.00 NM
30 11/05/12	11/05/12	LIVE WITH KELLY & I	MIC9-10am	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date	End Date MTWTFSS 11/11/12 1	Spots/Week	Rate					,
Spots: # C	11/05/12 h <u>Day Air</u>		1 i <u>ption</u>	\$1,000.00 Start/End Time	<u>L</u> enat	h Ad-ID			Rate Type
–			MITH KELLY & MICH			O WISNTV1	0ACH		\$1,000.00 NM
31 11/05/12	11/05/12	Castle	Mon 9-10p	1	:30	1	\$7,500.00	NM	
<u></u>									



Invoice Date Invoice Month Invoice Period Invoice # 962675-1 11/11/12 November 2012 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1142

www.wisn.com Line Start Dat	te End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
31 11/05/12	11/05/12	Castle	Mon 9-10p	1	:30	1	\$7,500.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$7,500.00					
Spots: <u>#</u> { 1 \	Ch <u>Day</u> <u>Ai</u> WISN M 11			Start/End Time Mon 9-10p		h <u>Ad-ID</u> O WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$7,500.00 NN
32 10/30/12	11/04/12	Late News Sa 10pm	10-1035p	1-	:30	1	\$850.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS1-	Spots/Week 1	<u>Rate</u> \$850.00					
Spots: <u>#</u> (1 \		/03/12 11:16 PM Late N		Start/End Time 10-1035p		h <u>Ad-ID</u> O WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$850.00 NM
33 10/30/12	11/04/12	INSIDE THE HUDDLE	INSIDE HUD 1035	¢1-	:30	1	\$250.00	NM	
Weeks:	Start Date 10/29/12	11/04/121-	Spots/Week 1	<u>Rate</u> \$250.00	_				
Spots: <u>#</u> (1 \		r Date Air Time Descri /03/12 11:28 PM INSID		Start/End Time INSIDE HUD 10		h <u>Ad-ID</u> O WISNTV1	0асн		<u>Rate Type</u> \$250.00 NM
34 10/30/12	11/04/12	Sa 458-6a	456-6AM	1-	:30	1	\$250.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS1-	Spots/Week 1	<u>Rate</u> \$250.00					
Spots: <u>#</u> (1 V	Ch <u>Day Air</u> WISN Sa 11.	<u>r Date</u> <u>Air Time</u> <u>Descri</u> /03/12		Start/End Time 456-6AM		n <u>Ad-ID</u> O WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$250.00 NM
35 10/30/12	11/04/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121-	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> (1 V	Ch <u>Day</u> <u>Air</u> VISN Sa 11. LR - Foo			Start/End Time 6-630pm		n <u>Ad-ID</u> O WISNTV1	0ach		Rate <u>Type</u> \$1,000.00 NM
36 10/30/12	11/04/12	BIG 12 SPORTS SATU	JRI630-7p, 6-630p	1-	:30	1	\$500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121-	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: <u>#</u> 0 1 V	Ch <u>Day Air</u> VISN Sa 11		otion SPORTS SATURDA	Start/End Time Y 630-7p, 6-630p		n <u>Ad-ID</u>) wisntv10	0асн		<u>Rate</u> <u>Type</u> \$500.00 NM
37 10/30/12	11/04/12	News Sat 7-9a	7-9am	1-	:30	1	\$500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121-	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: # 0 1 V		Date Air Time Descrit 03/12 8:42 AM News		Start/End Time 7-9am		<u>n Ad-ID</u>) wisntv1(ОАСН		<u>Rate Type</u> \$500.00 NM
38 10/30/12	11/04/12	Late News 10pm	10p-1030p	1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: <u>#</u> C 1 V		Date Air Time Descrip		Start/End Time 10p-1030p		<u>n Ad-ID</u>) wisntv10	0асн		Rate Type \$3,000.00 NM
39 10/30/12	11/04/12	Chris Matthews	*1030a-11a	1	:30	1	\$150.00	NM	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					



Invoice Date Invoice Month Invoice # Invoice Period 962675-1 11/11/12 November 2012 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1142

ine Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
39 10/30/12	11/04/12	Chris Matthews	*1030a-11a	1	:30	1	\$150.00	NM	
Spots: <u>#</u> C 1 W	10/29/12 ch <u>Day Air</u> VISN Su 11			\$150.00 <u>Start/End Time</u> *1030a-11a		<u>h Ad-ID</u> 0 WISNTV10	0асн		<u>Rate</u> <u>Tyr</u> \$150.00 N
40 10/30/12	11/04/12	Upfront	11-1130p	1	:30	1	\$200.00	NM	
Weeks: Spots: <u>#</u> C 1 W	<u>Start Date</u> 10/29/12 th <u>Day Air</u> /ISN Su 11			<u>Rate</u> \$200.00 <u>Start/End Time</u> 11-1130p		h <u>Ad-ID</u> 0 wisntv1(0 а СН		<u>Rate</u> <u>Typ</u> \$200.00 N
41 10/30/12	11/04/12	Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	
Weeks: Spots: <u>#</u> C 1 W	<u>Start Date</u> 10/29/12 h <u>Day Air</u> /ISN Su 11/			<u>Rate</u> \$200.00 <u>Start/End Time</u> 458-6AM		h Ad-ID O wisntvic	Э АСН		<u>Rate</u> <u>Typ</u> \$200.00 Ni
42 10/30/12	11/04/12	News Sun 530pm	530-6p	1	:30	1	\$1,000.00	NM	
Weeks: Spots: <u>#</u> C 1 W	<u>Start Date</u> 10/29/12 h <u>Day Air</u> /ISN Su 11/	11/04/121 <u>Date Air Time Descr</u>		Rate \$1,000.00 Start/End Time 530-6p		h <u>Ad-ID</u> 0 wisntv1(ОАСН		<u>Rate</u> <u>Typ</u> \$1,000.00 N f
43 10/30/12	11/04/12	Sun GMA	6-7a	1	:30	1	\$400.00	NM	
Weeks: Spots: <u>#</u> C	Start Date 10/29/12 h <u>Day</u> Air /ISN Su 11/	End Date MTWTFSS 11/04/121 Date Air Time Descr 04/12 6:54 AM Sun G		<u>Rate</u> \$400.00 <u>Start/End Time</u> 6-7a		h Ad-ID 0 wisniv10	ОАСН		<u>Rate</u> <u>Typ</u> \$400.00 Ni
44 10/30/12	11/04/12	News Sun 7-9a	7-9am	1	:30	1	\$400.00	NM	
Weeks: Spots: # CI 1 W	Start Date 10/29/12 h <u>Day Air</u> ISN Su 11/			<u>Rate</u> \$400.00 <u>Start/End Time</u> 7-9am		h <u>Ad-ID</u> O wisntv10	Эасн		<u>Rate</u> <u>Typ</u> \$400.00 NM
45 10/30/12	11/04/12	DR. OZ ON	1a-2a	1	:30	1	\$50.00	NM	
Weeks: Spots: <u>#</u> CI 1 W	<u>Start Date</u> 10/29/12 h <u>Day Air</u> ISN Th 11/			<u>Rate</u> \$50.00 <u>Start/End Time</u> 1a-2a		n <u>Ad-ID</u> O wisntvic)асн		Rate Type \$50.00 NN
46 10/30/12	11/04/12	Late News 10PM	10-1030p	1	:30	1	\$3,000.00	NM	
	ISN Th 11/	01/12 10:25 PM Late N	lews 10PM	Rate \$3,000.00 Start/End Time 10-1030p	:30	n <u>Ad-ID</u>) wisntv10			<u>Rate</u> <u>Type</u> \$3,000.00 NM
47 10/30/12	11/04/12	Late News 1030PM	1030p-11p	1	:30	1 	\$1,500.00	NM	
Weeks: Spots: <u>#</u> Ch	Start Date 10/29/12 1 Day Air	<u>End Date</u> <u>MTWTFSS</u> 11/04/121 <u>Date</u> <u>Air Time</u> <u>Descri</u>	<u>Spots/Week</u> 1 ption	Rate \$1,500.00 Start/End Time	<u>Lengti</u>	n <u>Ad-ID</u>			<u>Rate</u> Type



INVOIGE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 962675-1 | 11/11/12 | November 2012 | 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1142

Line Start Date	End Date	Descriptio	n	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
47 10/30/12	11/04/12	Late News		1030p-11p	1	:30	1	\$1,500.00	NM	
Spots: # Ch		<u>Date</u> <u>Air</u> /01/12 10:4	Time Descri 9 PM Late N		Start/End Time 1030p-11p		h <u>Ad-ID</u> 0 wisntv1	0ach		<u>Rate Type</u> \$1,500.00 NM
48 10/30/12	11/04/12	Nightline		11p-1130p	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> Ch 1 WI	Day <u>Air</u>	<u>Date</u> <u>Air</u> /01/12 11:0		ption	Start/End Time 11p-1130p		h <u>Ad-ID</u> O WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
49 10/30/12	11/04/12	Jimmy Kin	nmel	1130-1230a	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	11/04/12		Spots/Week 1	Rate \$400.00					_
Spots: # Ch		01/12 12:2	Time Descrij 2 AM Jimmy	***************************************	<u>Start/End Time</u> 1130-1230a		h <u>Ad-ID</u> 0 wisntv1	0асн		<u>Rate</u> <u>Type</u> \$400.00 NM
50 10/30/12	11/04/12	ANDERSO	N COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$250.00					
	Day Air	Date Air	<u> Time Descrip</u>	•	Start/End Time M-F 11A-12P		h <u>Ad-ID</u> O WISNTV1	ОАСН		<u>Rate Type</u> \$250.00 NM
51 10/30/12	11/04/12 、	ET M-F		1230a-1a	1	:30	1	\$100.00	NM	,,,,
Weeks: Spots: <u>#</u> Ch 1 Wk		End Date 11/04/12 <u>Date Air 1</u> 01/12 12:5			<u>Rate</u> \$100.00 <u>Start/End Time</u> 1230a-1a		h <u>Ad-ID</u> O wisniv10	ОАСН	, a 11 - 1	<u>Rate</u> <u>Type</u> \$100.00 NM
52 10/30/12	11/04/12	KATIE CO	URIC	M-F 2-3P	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	11/04/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # Ch 1 Wis	<u>Day Air</u> SN Th 11/		Time Descrip D PM KATIE		Start/End Time M-F 2-3P		h <u>Ad-ID</u> O WISNTV1	ОАСН		<u>Rate</u> <u>Type</u> \$400.00 NM
53 10/30/12	11/04/12	3-4p		3-4p	1	:30	1	\$1,250.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	<u>MTWTFSS</u>	Spots/Week 1	<u>Rate</u> \$1,250,00					
	Day Air SN Th 11/	Date Air T	ime Descrip PM 3-4p		Start/End Time 3-4p		n <u>Ad-ID</u> O WISNTV10	ОАСН		<u>Rate Type</u> \$1,250.00 NM
54 10/30/12	11/04/12	DR. OZ		4P-5P	1	:30	1	\$750.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTF\$\$	Spots/Week 1	<u>Rate</u> \$750.00					
Spots: # Ch		Date Air T	ime Descrip PM DR. OZ		Start/End Time 4P-5P		n <u>Ad-ID</u>) WISNTV1	ЭАСН		<u>Rate</u> <u>Type</u> \$750.00 NM
55 10/30/12	11/04/12	News M-F	430a	430-5a	1	:30	1	\$150.00	NM	
	Start Date 10/29/12	End Date 11/04/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> Ch 1 WIS	<u>Day Air </u> SN Th 11/0		ime Descrip AM News N		Start/End Time 430-5a		<u>Ad-ID</u>)wisntv1(ЭАСН		<u>Rate</u> <u>Type</u> \$150.00 NM



DUBINVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 962675-1 | 11/11/12 | November 2012 | 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
A	MEDICAN ODGOODGADS	4440
	AMERICAN CROSSROADS	1142

www.wisn.com Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
56 10/30/12	11/04/12	News M-F 5p	5-530pm	1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$1,800.00					
Spots: <u>#</u> C 1 W	h <u>Day</u> <u>Air</u> /ISN Th 11			Start/End Time 5-530pm	<u>Length</u> :30	Ad-ID WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$1,800.00 NM
57 10/30/12	11/04/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	,
Weeks:	Start Date 10/29/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> C 1 W	h <u>Day Air</u> /ISN Th 11/			Start/End Time 5-6A	Length :30	Ad-ID WISNTV1	0ACH		<u>Rate Type</u> \$1,000.00 NM
58 10/30/12	11/04/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS1	<u>Spots/Week</u> 1	<u>Rate</u> \$3,500.00					<u>, , , , , , , , , , , , , , , , , , , </u>
	h <u>Day Air</u> 'ISN Th 11/	Date Air Time Descr /01/12 6:21 PM News		Start/End Time 6-630pm	<u>Length</u> :30	Ad-ID WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$3,500.00 NM
59 10/30/12	11/04/12	LIVE WITH KELLY &	MIC9-10am	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> C 1 W		Date Air Time Descr		Start/End Time	<u>Length</u> :30	Ad-ID WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
60 10/30/12	11/04/12	DR. OZ ON	1a-2a	-1	:30	1	\$50.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -1	Spots/Week 1	<u>Rate</u> \$50.00					
		<u>Date</u> <u>Air Time</u> <u>Descr</u> 30/12 1:21 AM DR. O		Start/End Time 1a-2a	<u>Length</u> :30	Ad-ID WISNTV1	0асн		<u>Rate</u> <u>Туре</u> \$50.00 NM
61 10/30/12	11/04/12	Late News 10PM	10-1030p	-1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -1	Spots/Week 1	<u>Rate</u> \$3.000.00					
Spots: # Cl	h <u>Day Air</u>	Date Air Time Descri	ption	Start/End Time	Length		 .		Rate Type
		30/12 10:26 PM Late N		10-1030p		WISNTV1			\$3,000.00 NM
62 10/30/12	11/04/12	Late News 1030PM	1030p-11p	-1	:30	1 	\$1,500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,500.00					
Spots: <u>#</u> Cl 1 W	n <u>Day Air</u> ISN Tu 10/3			Start/End Time 1030p-11p	<u>Length</u> :30	Ad-ID WISNTV1	ОАСН		Rate Type \$1,500.00 NM
63 10/30/12	11/04/12	Nightline	11p-1130p	-1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> Ch 1 Wi	n <u>Day Air</u>		ption	Start/End Time 11p-1130p	<u>Length</u> :30	Ad-ID WISNTV1	ОАСН		<u>Rate Type</u> \$1,000.00 NM
64 10/30/12	11/04/12	Jimmy Kimmel	1130-1230a	-1	:30	1	\$400.00	NM	. ,
Weeks:	Start Date 10/29/12	End Date MTWTFSS -1	Spots/Week	<u>Rate</u> \$400.00					
Spots: # Ch			•	Start/End Time	<u>Length</u>	Ad-ID			Rate Type



INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 11/11/12 | November 2012 | 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1142

Line Start Dat	e End Date	Description	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
64 10/30/12	11/04/12	Jimmy Kir	mmel	1130-1230a	-1	:30	1	\$400.00	NM	
Spots: # Ch Day Air Date Air Time Description 1 WISN Tu 10/30/12 12:17 AM Jimmy Kimmel			<u>Start/End Time</u> 1130-1230a		Length Ad-ID :30 WISNTV10ACH			<u>Rate Type</u> \$400.00 NM		
65 10/30/12	11/04/12	ANDERS	ON COOPER	M-F 11A-12P	-1	:30	1	\$250.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS -1	<u>Spots/Week</u> 1	<u>Rate</u> \$250.00					
Spots: <u>#</u> (1 V			Time Descript 38 AM ANDER:	ion SON COOPER	Start/End Time M-F 11A-12P		h <u>Ad-ID</u>) wisntv1	0асн		<u>Rate</u> <u>Type</u> \$250.00 NM
66 10/30/12	11/04/12	ET M-F		1230a-1a	-1	:30	1	\$100.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$100.00					
, -	Ch <u>Day Air</u> VISN Tu 10		Time Descript I8 AM ET M-F	ion	Start/End Time 1230a-1a		n <u>Ad-ID</u> O WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$100.00 NM
67 10/30/12	11/04/12	KATIE CC	URIC	M-F 2-3P	-1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: <u>#</u> 0 1 V			Time Descript 8 PM KATIE C		Start/End Time M-F 2-3P		n <u>Ad-ID</u>) WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$400.00 NM
68 10/30/12	11/04/12	3-4p		3-4p	-1	:30	1	\$1,250.00	NM	
Weeks: Spots: <u>#</u> 0 1 V	10/29/12		MTWTFSS -1 Time Descripti 5 PM 3-4p	Spots/Week 1 on	<u>Rate</u> \$1,250.00 <u>Start/End Time</u> 3-4p		n <u>Ad-ID</u>) wisntv1:	0ach		<u>Rate Type</u> \$1,250.00 NM
69 10/30/12	11/04/12	DR. OZ		4P-5P	-1	:30	1	\$750.00	NM	
Weeks:	Start Date 10/29/12	11/04/12	MTWTFSS -1	<u>Spots/Week</u> 1	<u>Rate</u> \$750.00	,				
Spots: # C	h <u>Day Air</u> /ISN Tu 10/		Time Descripti 0 PM DR. OZ	<u>on</u>	Start/End Time 4P-5P		<u>Ad-ID</u> WISNTV1	0асн		<u>Rate</u> <u>Type</u> \$750.00 NM
70 10/30/12	11/04/12	News M-F	430a	430-5a	-1	:30	1	\$150.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$150.00			• •	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
	h <u>Day Air</u> /ISN Tu 10/		<u>Fime</u> <u>Descripti</u> 4 AM News M-		Start/End Time 430-5a		n <u>Ad-ID</u>) wisntvi	0асн		<u>Rate</u> <u>Type</u> \$150.00 NM
71 10/30/12	11/04/12	News M-F	5p	5-530pm	-1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$1,800.00					
Spots: <u>#</u> C 1 W		Date Air	Time Descripti 3 PM News M-		Start/End Time 5-530pm		n <u>Ad-ID</u>) wisntv1(0асн		<u>Rate</u> <u>Type</u> \$1,800.00 NM
72 10/30/12	11/04/12	News M-F	5a	5-6A	-1	:30	1	\$1,000.00	NM	
Weeks: Spots: # C	<u>Start Date</u> 10/29/12 h <u>Day Air</u>	11/04/12	MTWTFSS -1 ime Description	Spots/Week 1 on	<u>Rate</u> \$1,000.00 <u>Start/End Time</u>	Length	ı <u>Ad-ID</u>			Rate Type
1 W	/ISN Tu 10/	30/12 5:5	3 AM News M-	F 5a	5-6A	:30) WISNTV1	0асн		\$1,000.00 NM



DINVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 962675-1 | 11/11/12 | November 2012 | 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1142

Line Start Dat	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
73 10/30/12	11/04/12	News M-F 6p	6-630pm	-1	:30	1	\$3,500.00	NM	
Weeks:		11/04/12 -1 r Date <u>Air Time</u> Desc	1 cription	<u>Rate</u> \$3,500.00 <u>Start/End Time</u>	Lengt	h Ad-ID			Rate Type
1 1	VISN Tu 10	/30/12 6:24 PM New	s M-F 6p	6-630pm	:3	0 WISNTV1	.0ACH		\$3,500.00 NM
74 10/30/12	11/04/12	*UpFront PrimeTime	*6-7P	-1	:30	1	\$1,500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -1		<u>Rate</u> \$1,500.00					
Spots: # 0 1 \	NISN Tu 10		cription Front PrimeTime	Start/End Time *6-7P	<u>Lengti</u> :0:	<u>h</u> <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$1,500.00 NM
2 ۱	WISN Sa 11 MG for 7	/03/12 6:40 PM BIG 74.1 10/30	12 SPORTS SATURDA	AY 630-7p, 6-630p	:3	0 WISNTV1	.0асн		\$1,000.00 NM
3 \	WISN Sa 11 MG for 7	/03/12 11:48 PM INSI /4.1 10/30	DE THE HUDDLE	INSIDE HUD 10	35r :3) WISNTV1	0асн		\$500.00 NM
75 10/30/12	11/04/12	LIVE WITH KELLY &	MIC9-10am	-1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> (1 V		Date Air Time Desc	,	Start/End Time		<u>Ad-ID</u> WISNTV1	0ach		<u>Rate Type</u> \$1,000.00 NM
76 10/30/12	11/04/12	DR. OZ ON	1a-2a	<u>1</u>	:30	1	\$50.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$50.00					
Spots: <u>#</u> 0 1 V		Date Air Time Desc		Start/End Time 1a-2a		<u>Ad-ID</u> WISNTV1	0ACH		<u>Rate</u> <u>Type</u> \$50.00 NM
77 10/30/12	11/04/12	Late News 10PM	10-1030p	1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: <u>#</u> 0 1 V	Ch <u>Day Air</u> VISN W 10/			Start/End Time 10-1030p		n <u>Ad-ID</u>) wisntv1	0асн		<u>Rate</u> <u>Type</u> \$3,000.00 NM
78 10/30/12	11/04/12	Late News 1030PM	1030p-11p	1	:30	1	\$1,500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$1,500.00			, .		
Spots: # 0	h <u>Day Air</u>	Date <u>Air Time</u> Desc	<u>ription</u>	Start/End Time	-	Ad-ID			Rate Type
		31/12 10:51 PM Late		1030p-11p	:30) WISNTV1	0ACH		\$1,500.00 NM
79 10/30/12	11/04/12	Nightline	11p-1130p	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> C 1 V		Date Air Time Desc 31/12 11:19 PM Night		Start/End Time 11p-1130p		<u>Ad-ID</u>) wisntv1	0ach		<u>Rate</u> <u>Type</u> \$1,000.00 NM
80 10/30/12	11/04/12	Jimmy Kimmel	1130-1230a	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: <u>#</u> C 1 W		Date Air Time Desc 31/12 12:22 AM Jimm		Start/End Time 1130-1230a) <u>Ad-ID</u>) wisntv1	0ach		<u>Rate Type</u> \$400.00 NM
			······································						,



INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 962675-1 | 11/11/12 | November 2012 | 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
	- , , , , , , , , , , , , , , , , , , ,	Eddinato Harriber
American Crossroads	AMERICAN CROSSROADS	1149
randinoun orocoroudo	THE HOPET ON COUNTY OF	1174

Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
81 10/30/12	11/04/12	ANDERSON COOPE	ER M-F 11A-12P	1	:30	1	\$250.00	NM	
Weeks: Spots: # C 1 W	10/29/12 h <u>Day Ai</u>	End Date MTWTFSS 11/04/121 r Date Air Time Desc //31/12 11:56 AM AND	1 cription	<u>Rate</u> \$250.00 <u>Start/End Time</u> M-F 11A-12P		h <u>Ad-ID</u> 0 wisntv10)АСН		<u>Rate</u> <u>Type</u> \$250.00 NM
82 10/30/12	11/04/12	ET M-F	1230a-1a	1	:30	1	\$100.00	NM	
	10/29/12 h <u>Day Ai</u>	End Date MTWTFSS 11/04/121 r Date Air Time Desc //31/12 12:49 AM ET M	1 cription	<u>Rate</u> \$100.00 <u>Start/End Time</u> 1230a-1a		h <u>Ad-ID</u> 0 wisntv10)ACH		<u>Rate</u> <u>Type</u> \$100.00 NM
83 10/30/12	11/04/12	KATIE COURIC	M-F 2-3P	1	:30	1	\$400.00	NM	
Weeks: Spots: <u>#</u> C 1 W	<u>Start Date</u> 10/29/12 h <u>Day Air</u> /ISN W 10	11/04/121 r Date	1 ription	<u>Rate</u> \$400.00 <u>Start/End Time</u> M-F 2-3P		h <u>Ad-ID</u> O WISNTV10)ACH		<u>Rate</u> <u>Type</u> \$400.00 NM
84 10/30/12	11/04/12	3-4p	3-4p	1	:30	1	\$1,250.00	NM	
	Start Date 10/29/12 h <u>Day Air</u> //SN W 10		1	Rate \$1,250.00 Start/End Time 3-4p		h <u>Ad-ID</u> 0 wisntv10	JACH		Rate Type \$1,250.00 NM
85 10/30/12	11/04/12	DR. ÖZ	4P-5P	1	:30	1	\$750.00	NM	41,200.00 HW
Weeks: Spots: # C	10/29/12 h <u>Day Air</u>	End Date MTWTFSS 11/04/121 Date Air Time Desc		Rate \$750.00 Start/End Time		n Ad-ID			Rate Type
86 10/30/12	ISN W 10	/31/12 4:56 PM DR. 0	430-5a	4P-5P 1	:30) WISNTV10		N18.7	\$750.00 NM
Weeks:	Start Date		Spots/Week	Rate	:30	<u>'</u>	\$150.00	NM 	
Spots: <u>#</u> CI 1 W	10/29/12 h <u>Day Air</u> ISN W 10/	11/04/121 <u>Date Air Time Desc</u> /31/12 4:40 AM News	ription : M-F 430a	\$150.00 Start/End Time 430-5a		<u>1 Ad-ID</u>) wisntv10	АСН		Rate Type \$150.00 NM
87 10/30/12	11/04/12	News M-F 5p	5-530pm	1	:30	1	\$1,800.00	NM	
Weeks: Spots: <u>#</u> Cl 1 W	Start Date 10/29/12 h <u>Day Air</u> ISN W 10/			Rate \$1,800.00 <u>Start/End Time</u> 5-530pm		n <u>Ad-ID</u>) wisntv10	IACH		<u>Rate</u> <u>Type</u> \$1,800.00 NM
88 10/30/12	11/04/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	,
Weeks: Spots: <u>#</u> Cr 1 Wi		End Date MTWTFSS 11/04/121 Date Air Time Desci 31/12 5:12 AM News		<u>Rate</u> \$1,000.00 <u>Start/End Time</u> 5-6A		1 <u>Ad-ID</u>) WISNT∨10	ACH		<u>Rate</u> <u>Type</u> \$1,000.00 NM
89 10/30/12	11/04/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
Weeks: Spots: <u>#</u> Ch	Start Date 10/29/12 1 Day Air	End Date MTWTFSS 11/04/121 Date Air Time Descr	Spots/Week 1 iption	Rate \$3,500.00 Start/End Time	Length	n <u>Ad-ID</u>			Rate Type



DINVOICE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 962675-1
 11/11/12
 November 2012
 10/29/12 - 11/05/12

Advertiser Product Estimate Number

American Crossroads AMERICAN CROSSROADS 1142

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
89	10/30/12	11/04/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
	Spots: <u>#</u> Ch 1 Wi		Date Air Time Desc 31/12 6:27 PM News		Start/End Time 6-630pm		h <u>Ad-ID</u> O WISNTV10	ЭАСН		<u>Rate</u> <u>Type</u> \$3,500.00 NM
90	10/30/12	11/04/12	LIVE WITH KELLY &	MIC9-10am	1	:30	1	\$1,000.00	NM	,
	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/121	Spots/Week 1	<u>Rate</u> \$1,000.00					
	Spots: # Ch 1 WI:		Date Air Time Desc 31/12 9:43 AM LIVE	ription WITH KELLY & MICH	Start/End Time AEL 9-10am		h <u>Ad-ID</u> D WISNTV10)АСН		<u>Rate Type</u> \$1,000.00 NM
91	10/30/12	11/02/12	News M-F 430a	430-5a	WTF	:30	4	\$250.00	NM	
	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12WTF	Spots/Week 4	<u>Rate</u> \$250.00					
		SN W 10/	Date Air Time Desc 31/12 4:53 AM News 01/12 4:54 AM News	M-F 430a	<u>Start/End Time</u> 430-5a 430-5a	:30	n <u>Ad-ID</u>) wisntv10) wisntv10			<u>Rate Type</u> \$250.00 NM \$250.00 NM
	4 Wis	SN F 11/0	02/12 4:40 AM News	M-F 430a	430-5a	:30	OLVTASIW C)АСН		\$250.00 NM

430-5a

Total Spots

Payment Terms 30 Days

3 WISN F

11/02/12

4:52 AM News M-F 430a

Gross Total

\$99,450.00

\$250.00 NM

Agency Commission

:30 WISNTV10ACH

95

\$14,917.50

Net Amount Due

\$84,532.50